

PRINTERS' INK

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10C A COPY

"Not Bad!"

COE-STAPLEY Mfg. Corp., 136 Liberty St., New York, makes and markets a line of trade-marked automobile accessories. Chief in the line are the Peteler Auto Jack and the Whirlwind Pump

Four pages were scheduled in one national magazine. Shortly after the appearance of the first page, our client telephoned us to cancel the fourth, as the factory was literally inundated with orders.

Advertising Headquarters does not guarantee to clog every factory with orders, but works diligently toward that end.

What have *you* to sell?

COE-STAPLEY
Pumps and Jacks



N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

No Strikes

All Farm Plants Run Every Day

The farm plant runs 365 days a year.

It is operated by man and nature all the time. The point is, it never ceases to run a single day or a single hour of the year.

Farm labor never strikes. It breathes the air of contentment, is well paid, and enjoys happy living conditions.

The farm plants of this country are valued at over 50% of our entire wealth.

Their gross income for 1918 would almost pay our entire national debt.

The farm plant offers safe investment for advertising appropriations and big return on the money.

Take stock in one million of the biggest farm plants through the advertising columns of—

The Standard Farm Papers

(Over 1,000,000 farm homes)

Hoard's Dairyman
Established 1878

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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Vol. CVIII

NEW YORK, AUGUST 28, 1919

No. 9

Creating the Advertisal Leader

Sometimes When Your Line Lacks a Distinctive Product It Is Wise to Create One for Advertising Purposes

Based on an Authorized Interview by Roy Dickinson with

Charles E. Murnan

Vice-President United Drug Co.

PICTURES of the old French school and drawings of beautiful ladies in all ages, inhaling the perfume of a rose to the contrary: women do not smell things with their mouths open. Charles E. Murnan, vice-president of the United Drug Company, is authority for the statement, and he says that it cost his concern almost a thousand dollars to find it out.

And this very care in getting an absolutely natural woman inhaling an odor in the only way possible, as you will come to find out if you will try it yourself—that is with your mouth shut—is characteristic of the man and the company. The next time you pass a Liggett store and see under the bright light that good-looking picture of Helen Chadwick, the motion-picture star, with a can of Jonteel talcum powder in her hand, enjoying its fragrance, look at her expression carefully and realize that it is not the result of chance, but the infinite capacity for taking pains, which someone has said is the real test of genius. My interview with Mr. Murnan convinced me that a great many disappointments in advertising and merchandising could be obviated if the manufacturer would apply beforehand half as much care as the United Drug Company. The incident of getting scores of photographs and drawings before they got an absolutely natural one in the Jonteel case is merely one example.

"The big cities used to be our weak spots in distribution of the Rexall products until by taking in the Riker-Hegeman chain of stores and combining them into one Liggett organization we secured real outlets in the big cities. Before that time our advertising," said Mr. Murnan, "had to be cooperative newspaper advertising in the smaller towns where our exclusive agent stockholders could cash in on it. With good outlets for distribution in the big cities as well as the small towns, we decided that we were ready for a campaign of national advertising to tie up our local stores everywhere.

"When we got the go-ahead from Mr. Liggett we started to consider a smashing big leader. It was evident that we couldn't take some trailer in the line and raise the price to make it a leader through national advertising, so we decided to look around for a brand new line. It was eighteen months from the time we decided to push a leader through national advertising until we had a single package on the market. At the time it occurred to me that with proper caution and a first-class product it would be possible to gauge in advance—a whole year, in fact, the volume of sales and the total profit from a given amount of advertising put behind the goods. We made our estimate and as a matter of fact at the end

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When is "white space" *not* white space?

Bold poster treatment of
a color page - plus 1,200
words of educational copy.

Sounds unlikely!
But see page 77 September
Ladies' Home Journal -

A Del Monte
Advertisement



THE H.K. McCANN COMPANY
Advertising
61 Broadway • New York

CLEVELAND

SAN FRANCISCO

TORONTO

MONTREAL

other hand he gets more than his mere profit as a stockholder in the company. Like the individual member of the California Fruit Growers' Association, he receives added prestige and pride in being the local representative of a line which is known in every household from coast to coast, in addition to getting a larger gross profit on the individual article." The United Drug Company's method of arriving at the particular package for Jonteel has an interesting lesson for any manufacturer contemplating putting out a new article.

TAKING PAINS IN CHOICE OF A PACKAGE

"We picked out the package in a little different way than usual," said Mr. Murnan. "The regular method is to ask artists to submit some designs and they come across with thirteen ideas of what they think the package ought to look like. The buyer thinks, 'now I am certainly going to get one out of this bunch' and often none of them measures up to what he wants.

"If a man takes time and exercises some care, he can get one out of a beaten track by building up from the bottom, so I spent some time at places where they sell things that women like, such as ribbon counters and jewelry stores. We had in mind as the attention getter on the package something in color that was susceptible to motion; it had to be alive, and looking all through the gamut of live things we found that it had to be either a bird or a woman, and women, we felt, had been overdone in toilet goods packages, so we started out to get that bird. In the show cases where they sold toilet goods in drug stores none of the packages seemed to stand out; there was too much fancy border, too much frill and too little punch. We spent two weeks in collecting pictures in colors of all kinds of birds of paradise and flying creatures that live in the far off wilds, and gathered together a collection that would have been a credit to a museum of natural history. There

were some birds that had fine plumage but homely lines, and others who were strong on figure but weak in color.

"Then we took the most beautiful colors from some birds and the beaks, topnests, tail feathers of others and made up a bird. We just naturally had to manufacture that Jonteel bird from over 150 different designs and photographs. We realized that we had to get a bird that wouldn't get on anybody's nerves, and the same way with the color arrangement, because this package was going to be before a woman on her dressing table for weeks, and you know how it is with the wrong kind of wall paper in your room. So next we went to the color expert; the red had to be exactly right on the black background because color has to have rhythm to make it live. If the color or intensity varies it will throw the rhythm all off and rhythm is what makes a beautiful painting live through the ages. We tried to make a package that would be just as good twenty years from now as it is to-day."

I asked Mr. Murnan whether all this trouble paid and he proved that it did by saying that out of the first thirty-one test sales, nine of them were double sales, that is, women bought the extra package for ornament on their dressing table.

"We had the package all done and finished," he continued, "before we knew what we were going to put in it. We had, of course, the powders and the cream that we knew were right, and then we had to go out and find an odor. We took the twenty-one best selling odors in the world and tested them for the first three in their appeal to women. By sampling over the counters of drug stores we went direct to almost 6,000 women and got them to pick the three they liked best. We then took these three odors and made a test in a plain box with the best sellers of talcum powders. Not knowing the odor 60 per cent of the women took one of the three we had discovered before. We then took this one and tried it

Who Repealed the Daylight Saving Law?

When the repeal of the Daylight Saving Law was passed over the President's veto it probably surprised many of us that the small towns and rural communities could bring to bear sufficient pressure on our National Legislature to effect this result.

Don't underestimate the importance of the small-town field—in politics, in potential markets, in wealth and buying power, in progressiveness—it is rapidly forging to the front and engaging the attention of our biggest bankers, merchants and business men.

THE AMERICAN WOMAN offers the largest percentage of circulation concentrated in the small-town field of any publication in its class. No other magazine can take its place.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office

Wm. F. HARING, Mgr.
Flatiron Building, New York

against five others, and 60 per cent again chose the final one, which we felt was a sufficient indication that the particular one was right. When the advertising campaign for Jonteel was started through the United Drug system of distribution, it sprang into wide sale almost overnight."

I asked Mr. Murnan whether the big sales on Jonteel had not cut down on the regular Rexall line.

"Jonteel in six items has run into the seven figures of business the first year, while the old line in 200 items has increased 25 per cent," was the reply. "It seemed at first that if we put out a new leader in the perfume line the regular list would go down in sales by the amount of sales on the new line. The direct opposite has been the truth. The old line has increased 25 per cent in sales while Jonteel took almost as much more extra. In other words the Jonteel national advertising would have paid in the increase in general business of the Rexall stores if there had been no profit at all on the leader.

"People in the perfumery business thought we were crazy when we came out with a black background to sell toilet goods. One big manufacturer said that if we rode this hobby it would throw us hard. No one had ever believed that anything but a light colored delicate package could be used to contain toilet powders or perfumes. Look at the present Jonteel package in comparison with the delicate boxes and see which one gets attention in competition.

"The individual druggists write in all the time and tell us how their customers like the package, and the black background with the Jonteel bird has caught on in the small towns and big cities alike. Many of our best suggestions come from these same local druggists. As a matter of fact our first national advertising some time ago was the result of a suggestion from one of them.

"Why don't you ask each stockholder to chip in some money for a big advertisement on the Rexall

line?" he wrote us. Each stockholder shared in the \$65,000 appropriation which came from this suggestion, according to the population of the town he did business in. We naturally get the finer kind of support from the man serving the individual community. He shares in the profits and has a keen pride in the success of a national line of which he is a part."

Advertising, according to Mr. Murnan, is not selling, but buying something—buying the favorable mental attitude of the public toward the product.

"We figure that a manufacturer should not expect advertising to roll, and produce measurable results in less than six months. It is conceded that the demand and favorable consideration on the part of the public for a product keep up for a considerable period after the advertising stops, therefore how can it be expected to start as soon as the advertising? There is bound to be a period of incubation, of influencing the public mind and overcoming the barb wire entanglements of inattention and lack of interest, but this period is added on to the other end in increased measure."

JONTEEL ADVERTISING CARRIED WHOLE LINE WITH IT

Some one had told me that while the Jonteel line had gone big at the start, the first demand on the part of the public had not continued, but Mr. Murnan laid that unfounded rumor to rest by a quick reference to the sales book, which shows that the month by month sales are in excess of 60 per cent above the same months of last year, and at the same time the sales on the regular Rexall toilet line, which many people predicted would drop, are increasing in proportion. In this fact there is apparently an object lesson to many a manufacturer who has been hesitating about putting out a leader for fear of its effect on his other products in the same field. There are always pessimists who advise against anything new and who show apparently con-

**Brooklyn is big—as
big as Boston, St.
Louis and Cleve-
land rolled into one.**

**As big as Detroit,
Baltimore, Pitts-
burg and Los
Angeles combined.**

**Over two million
people, with sev-
eral billion wants
to be supplied.**

**The Standard Union
can tell them about you.**

vincing figures about that much feared saturation point beyond which it is impossible to sell. The experience of the United Drug Company proves that what might have been considered robbing Peter to pay Paul can be turned into a tremendous good will asset for the whole line, and can even increase the sales of the articles in the same stores in the same class which it might have been expected to supplant.

There is one other point which impressed me particularly in Mr. Murnan's views on merchandising. The importance of the package cannot be overemphasized, and I am convinced that the selection and making of packages that sell the goods is still in its infancy. The more manufacturers who adopt the laboratory test in the selection of their package and its contents and try it out on a cross section of their market before it is put on sale, the fewer will be the advertising and merchandising disappointments.

Did you ever know that you couldn't conveniently smell a perfume with your mouth open?

Advertising to Counteract Hoarding Agitation

THE Institute of American Meat Packers, a newly organized bureau composed of about 200 packers large and small, including the Chicago "big five," is running some display advertising in metropolitan newspapers warning the Federal officials against seizing food in storage.

The advertising was caused through the action of Government agents in seizing stored foodstuffs in various sections of the country in an attempt quickly to reduce living costs.

"The present movement," says one advertisement, "may be likened to the cutting down of a tree in order to obtain its fruit. That is one way to get the fruit in a hurry, but it has a disastrous effect upon next year's crop."

"There can be no defense for the withholding of food in order to increase the price. We do not do this. The use of cold storage for speculation deserves the severest condemnation, and every good citizen will endorse common sense inspection of food reserves.

"A line must be drawn, however, between speculation and prudent laying away of food for the season of non-productivity. If the course of unchecked seizure is pursued, it will mean shortage next winter.

"Most of the meat in storage is owned by firms which perform a real function in the process of distribution, and which have regular customers, whose needs they supply. The success of these firms depends largely on the ability of their managers to estimate market demands and to buy, store and sell accordingly.

"The fact that there is more food of various kinds in storage at this time than was the case a year ago is really beneficial when consideration is given to the fact that 100,000,000 people in the United States of America are to be supplied and foreign countries as well.

"Our business experience for a period of years has had to do with problems incident to the storage of food and we believe that if food supplies now in storage be prematurely forced on the market hunger may join our ranks this winter."

Topkis to Have National Underwear Campaign

A broad advertising campaign has been planned by the Topkis Brothers Company, Wilmington, Del., manufacturer of athletic underwear. The management of the campaign will be in the hands of Max J. Friedman, advertising manager, and N. W. Ayer & Son, Philadelphia.

The present plans of the campaign call for advertisements in business papers, the distribution of dealer helps and aids in window displays throughout the current year. This work will be followed by a national campaign in which full cover pages in color will be used. The general advertising will begin in April issues.

The slogan to be featured is: "A high class garment at a reasonable price."

We Are Growing

We are glad to announce to our many friends that beginning with the September issue the American Fruit Grower will have a guaranteed circulation of 200,000. This increase is a reflection of the appreciation of our many departments that are supplying modern ideas and valuable information to the thousands of fruit-growers.

We are publishing the only national fruit journal in America and appreciate the confidence and new friends the American Fruit Grower has brought us.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

Consumption of Print Paper Outrunning the Supply

Situation Is Being Watched and Hopeful Views Expressed

ASITUATION is developing with regard to print paper in this country which, though not at all alarming, advertisers must take into account. A summary of facts gathered by *PRINTERS' INK* within the last week indicates the following condition:

The consumption of newsprint paper is at present outrunning the supply. And this is what is usually the "off" season in advertising. Some of the larger paper producers declare that if the present rate of consumption is maintained, with the advertising "peak load" that usually comes in the late fall and early winter still to be provided for, many publishers will not be able to obtain their full paper requirements. Publishers who have examined into the situation, however, feel that, due to the stimulation in production consequent on the enormously increased demand, things will right themselves before any disturbing shortage is felt.

Both paper manufacturers and publishers agree that if due care and appropriate economies are effected, there will be enough newsprint to satisfy all concerned; but, on the other hand, both also admit if any unusual or unpreventable disturbance, such as a strike or transportation breakdown occurs, the situation might have serious possibilities.

It is not possible to acquire a reserve stock now. Newsprint manufacturers are already sold up to their 24-hour mill capacity; and any attempt to "shop around" is almost certain to bull the market and set up conditions that would be unfair to the smaller publishers. Such attempts have already sent the price up from 3.75 to 4 and 5 cents a pound, it is asserted, and have caused some publishers to feel unduly alarmed.

With regard to book paper, the situation is easier. Producers

agree that there will be plenty for everybody within reasonable limits, but even here some of the larger manufacturers are accepting no orders except specifications on contracts.

The reason for all this is a volume of advertising which has upset all calculations. The increase so far has been 46 per cent over last year. It has reached an unprecedented height at a season of the year when publishers and paper producers have ordinarily been able to accumulate a surplus of stock against times of emergency. This summer there has been no surplus to accumulate. Every pound has been shipped to customers as soon as turned out by the mills.

The increased advertising and the great demands on space made by the war, peace and international news has caused a 25 per cent increase in the consumption of newsprint. The production, meantime, has increased only about 6 per cent. Paper manufacturers point out that it is impossible for them to "speed up." Their present machines can turn out only so much per day of 24 hours, and paper machinery is too heavy and too slow in building to permit of rapid installation.

Since it is impossible to increase production under present conditions, the only remedy is to decrease consumption. Some publishers foresee a three-cent and even a five-cent newspaper at a comparatively early date; others speak of a possible increase in advertising rates. But it is admitted that neither step would solve the problem.

It is believed that the publishers and other consumers themselves can ease the situation by a stricter watch as to wastage, more drastic editing, and by a more careful regulation of the amount of reading matter printed.

1 Exceeds any 2

The Net Paid Circulation
of the
Des Moines Sunday Register
is *greater* than that of
any two other
Iowa Sunday newspapers

July, 1918, Net Paid Average

70,666

The Register is the only Associated
Press Sunday Newspaper in Des Moines

Dot map showing distribution in Iowa mailed on request.

8 Pages of Gravure Every Sunday

REPRESENTATIVES

I. A. Klein
Metropolitan Tower
New York

John Glass
Peoples Gas Bldg.
Chicago

Reo and Collier's

More space has been used for Reo Motor Car and Truck advertising in Collier's than in any other general publication.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

R. S. V. P.

Here is an invitation from Chicago.

It is not embossed on de luxe paper or engraved in Old English. But it is none the less cordial, none the less sincere.

It comes straight from the Chicago buying public—from 77.7% of the English-reading population.

Briefly, it is this:

"We want to meet you. We want to see what you've got to sell. We are buying everything from hairpins to automobiles. If you've got something that is better than the next fellow's, go ahead and tell us about it and we'll buy from you because we want the best.

"Let's get acquainted. We'll look for you tonight in *The Daily News*."

That is the attitude of *The Daily News* readers towards *Daily News* advertising. These people read advertising—consciously turn to the paper and look for advertising—as habitually as they read the news columns.

Their invitation is yours—their trade is yours. Are you going to accept it?

No matter what your product, no matter what your appeal, you can reach this great buying majority—a market that not only responds to you, but *seeks* you—through the advertising columns of

THE DAILY NEWS

First in Chicago

Dealers' Fright

It Is Encouraging for Your Salesman With a Trembly Sensation to Know That Perhaps the Man He Is Interviewing Is Similarly Afflicted

By A. H. Deute

A FEW months ago, there appeared in *PRINTERS' INK* a noteworthy article on * "Salesman's Fright." In the case of our own particular sales force it helped many youngsters to realize that their own fears were not peculiar to them alone and that they had plenty of company in their little worries, most of which were fictitious.

That story suggests another one which no doubt has become so commonplace to every old timer on the road that it has almost ceased to be "news"—and that is "Dealer's Fright."

There is dealer's fright which is just as prevalent and insistent as and a great deal more lasting than salesman's fright. The average salesman who remains on the road overcomes this fright. He either overcomes it or it overcomes him, but on the part of the dealers, there is a tremendous mass of them who never do overcome their sense of fear of the salesman.

When the salesman gets to that point in his experience where he actually realizes this beautiful and satisfying condition, it goes a long way to help him over that momentary sense of uneasiness which is present in so many salesmen, even men of long experience.

Personally, I have never really quite overcome that sort of restless wonder and temporary nervousness which is the aftermath of early salesman's fright. To this day I cannot call upon a new prospect without undergoing a sort of apprehension before the interview begins. I expect never to be able to throw off this feeling. In fact, there is no good reason why it should be thrown off. It puts one on his mettle and arouses all the fighting instinct, while at the same

time it keys one up for cautiousness and reserve. It takes the overconfidence away and leaves the salesman trimmed right down with all faculties alert. The feeling is of course gone as soon as the interview is under way, but that prickly nervousness which is evident before the interview is opened is a splendid antidote to the sluggishness which would otherwise permeate the mentality of the salesman who has been "through the mill" long enough to have the edge otherwise worn off.

Undoubtedly there are many salesmen who have become so hardened and calloused with time that this sense of alert attention and interest vanishes. One can detect at once in the salesman who calls to sell something when that old sense of fear and its resultant feeling of alertness are gone, because he has become over-confident and often tumbles along blindly, not trying to ascertain whether or not he is on the right track or antagonizing instead of bringing himself and his proposition into harmony with the buyer's needs. When that sense of fear and alertness vanishes, the salesman also forgets that nothing he can do will make the good buyer place an order. All he can possibly do is to try to put the prospective purchaser into the mood where he wants to buy.

FRIGHT OF DEALERS WORKS AGAINST SALES

Right here we may draw a fine dividing line between forcing a man to buy and making him want to buy. I know two salesmen selling the same line of cigars in adjoining territories. The advertising of the cigar is nation wide. Yet in one territory the cigar sells splendidly and in the neighboring territory it is a "weak sister."

If the observer will investigate the respective methods of the two

*Ray Giles in *PRINTERS' INK*, issue of November 28, 1918.

salesmen, he will find this: in the territory in which the cigar is going splendidly, the retail cigar dealers are "back of it." They are back of it because that particular salesman makes them want the cigar instead of forcing over the order. He spends more time teaching the dealer the good points of the cigar than he does in taking the order away. In fact, one competing salesman in that territory said to me: "That boy has a snap. He doesn't have to sell goods at all. People think so much of that cigar that they take it away from him."

But in the adjacent territory, that same cigar is not going at all. It is not fair to say that when you cross from the territory of one salesman into that of the other you find an entirely different population. John Jones in Smithtown does not average up much differently from Jim Smith in Jones-town. And yet the dealers in this latter territory tell you that the cigar in question doesn't seem to sell well. "Oh, yes, good enough piece of goods, but there are a lot of brands which I would prefer to recommend."

There you have the difference between the salesman who sells and the salesman who makes the dealer buy. Sticking the merchandise over on the dealer may load him up, but unless the goods are put into the dealer's heart as well as into his store, they don't move out and into the hands of satisfied customers.

DEALER DISLIKES THE BULLDOZER

The first time I ever realized that the dealer had a sense of fear toward the salesman was when I was sitting in the back of the store with my friend Peters. Between Peters and myself the relations ordinarily existing between buyer and salesman had long since changed to that of the relations between the employer and a young fellow serving him. Our line had become a staple in his store and it was a matter of looking after his wants and "taking care of the case" rather than selling him anything.

While we sat and chatted for a

few moments, Peters was interrupted by the visit of another salesman. When he came back he said to me: "By golly, I had a hard time turning that man down. If he knew how near he came to having me whipped, he'd have stuck it out and got the business."

"Afraid of him, Peters? I thought that it was only we with the sample case who get scared."

"Don't you think that for a minute," said Peters. "The man behind the counter is just as much worried and afraid of the salesman as the salesman can possibly be of the buyer."

Putting two and two together, that statement explained a lot of things.

It explained why Bill Williams was such an abuser of salesmen. Why he blustered and stormed and roared around his store the minute a salesman approached him. He was covering up his fear of the salesman with a lot of bluffing. In the mind of the common variety of retailer there is a marvelous misunderstanding to the effect that buying is an imposition, a sort of painful necessity. The average merchant, especially the smaller merchant, does not buy coolly and calmly and with his business needs in mind. He sees a salesman enter his store and immediately he becomes belligerent and antagonistic. He is convinced that that man is going to load him up if he will let him and the salesman, at the other end, is convinced that the only way he will get an order out of Blank is to hog-tie him and force over all that Blank will stand before a halt is called. And so the great underlying motive of the call, the desire on the part of a manufacturer or jobber to serve the retailer, is overlooked and it becomes a battle of wits between the salesman, trying to "stick" the dealer and the dealer trying to side-step the wily salesman. All of which is wrong and both sides are to blame.

It reminds me a great deal of the youngster coming around to apply for a job as salesman. It is not fair to gauge his potential ability by his halting approach.

Neither is it fair to gauge him as a marvel of ability should he slip glibly through a polly-talk. Nine times out of ten the slippery youngster with a smooth line of talk, applying for a job, is so shallow and so impossible that he has memorized an application or otherwise admitted that he cannot think fast enough in the presence of a prospective buyer. Often, indeed, the youngster who thinks out his talk as he applies for the job and who stumbles through his application has more real possibilities than the other kind.

It used to be a source of great worry to know how to get around the iceberg who began to dust off tomato cans and climb to the top shelf the moment I came into the store. But when you stop to remember that that boy is scared—just afraid—then you see the thing from another light and instead of pulling him off the ladder and thrusting the sample case under his nose, you start the preparation for the sale by taming him and saying, figuratively, "Nice doggie."

A HARD ROAD TO WINNING DEALER CONFIDENCE

Once a salesman learned to his own satisfaction that a certain dealer was hard to sell. He found that only by asserting his really dominant personality was he able to bring the dealer to ordering. He would swing him into line and carry away the order almost by sheer force. This was done over and over again. He sold the dealer by main strength of character and mental dominance. After a year or more of this he began to pride himself with the fact that he "had that man's goat" and could bully him into an order any time he liked. All the same, the orders were small, because the dealer didn't move the goods fast enough. The salesman was afraid to sell him more heavily, in spite of the fact that toward the close of each interview, the dealer was limp as a rag and the salesman could put him down for almost anything he chose.

One day this salesman ceased to take special pride in his ability to

bully the dealer and he pondered the subject of bringing him to becoming a better buyer of his line. He was bright enough to realize that that meant education, and then it dawned on him that the dealer was so afraid of him that there was no chance of teaching him anything.

When he went into that dealer's store on his next trip to the town, he left his samples and price book at the hotel. He left behind him the stern, set look he had heretofore carried into the store. He believed he saw his man from another angle. He began by soothing him, calming him down, overcoming his nervousness and said to him: "Jack, I'm not going to ask you for an order this morning. I've got something up my sleeve. I'd like to talk with you outside the store. Come on down to the hotel to-night." And then, away from the office, away from 'phone calls, in the calm of the hotel lounging room, the salesman took the fright out of the dealer's mind. Before the evening was over, the salesman had made the dealer into a real seller of his line. It was not necessary to whip him into line any longer, neither was it necessary to take small orders. The dealer had become a self-respecting buyer, with an appreciation for the goods this salesman had to sell.

Not long ago an elderly merchant said to me: "The hardest job I had on my hands when I was a youngster and began this business with a thousand dollars was to stand off the drummers. I didn't know how to buy. I couldn't put myself into a frame of mind where I could buy with a clear brain. I found myself constantly under the spell of the drummer's arguments and often against my better judgment, I bought merchandise I should not have bought, while at other times I know I passed up good buys simply because I could get out from under. That is the problem with scores of young merchants. They are unable to keep their heads while they buy. And salesmen, instead of teaching them

how to buy and how to sell, force over the orders and pile up merchandise on them which the merchant too often does not understand how to sell."

Perhaps the great majority of merchants are afraid of the salesman. They are unable to judge merchandise calmly or intelligently in his presence. They permit personality and influence to sway their better judgment. Too often they have no sense of well defined judgment.

The other day an old salesman, who has been on the same territory over thirty years, said to me: "When I go over the changes in my territory and recount the business failures, it is my opinion that more than half of them could have been avoided by proper buying."

In other words, countless merchants were unable to cope with the salesmen. A sense of real fear was always present. And yet many of them stood off and blustered and bullied whether the salesman had good merchandise or something not essential to the particular store.

Trowbridge With O'Mara & Ormsbee

E. C. Trowbridge, formerly eastern manager of the *Call* and *Post*, San Francisco; *Herald*, Los Angeles; *Union* and *Tribune*, San Diego, has been made western manager of O'Mara & Ormsbee, Inc., New York, newspaper representatives. Mr. Trowbridge will have his headquarters in Chicago.

Sears, Roebuck's Boy's Advertising Extended

The advertising of Sears, Roebuck and Co., featuring a boy's complete outfit, which started in the Chicago daily newspapers, now has spread out to general periodicals. The company also is making a big drive in boy's outfit by means of its direct advertising methods.

C. A. Sabine Joins Marion Shoe Company

After fourteen years of service with the Charles A. Eaton Company, Brockton, Mass., C. A. Sabine, advertising manager, will become advertising and sales manager of the Marion Shoe Company, Marion, Ind., in which he has acquired an interest.

Business Changes of Omaha "Daily News"

Various changes in the business and advertising departments of the *Omaha Daily News* have been made known, as follows:

S. S. Conklin, who for several years was connected with the display advertising department of the *St. Paul Pioneer Press*, and who has been for the past few years classified manager of the *Omaha Daily News*, has been appointed business manager, succeeding John W. Kurtz, who becomes country circulation manager.

H. J. Brandon, formerly with the advertising department of the *St. Paul News*, has taken the position of advertising manager of the *Omaha Daily News*, a vacancy caused by the resignation of P. H. Dearmont.

M. C. Taylor, who has been with the *Omaha Daily News* for the past two years, has been made assistant advertising manager and manager of the service and promotion department.

Thos. A. Edison, Inc., Advertising Changes

Several important changes in the advertising department of Thomas A. Edison, Inc., Orange, N. J., have been made known:

C. H. Miller, who has been with Doubleday, Page & Company, New York, has been made editor of the three house-organs: "Diamond Points," "Along Broadway," and the "Amber Monthly."

R. T. Burke, who has been with the *Sentinel*, Milwaukee, Wis., has been made a member of the advertising department and will have charge of special literary work.

G. L. Roberts, who has been with Churchill-Hall, Inc., New York, an advertising agency, has been made assistant to Arthur J. Palmer, advertising manager.

Two Service Men Return to Richmond Agency

Clarence J. Barreto, who has seen service with the marine corps, and Frank G. Christian, who was with the army in France, are again with Cecil, Barreto & Cecil, Inc., an advertising agency of Richmond, Va. Mr. Barreto has been made a member of the selling staff, and Mr. Christian is a member of the copy department of the agency.

Illustrated Section Changed to Rotogravure

The Buffalo, N. Y., *Express* is to discontinue the halftone illustrated section which has appeared as part of the Sunday edition for over thirty years. Beginning September 7 a rotogravure section will be issued instead. The *Express* was a pioneer in issuing a halftone illustrated supplement.

Bringing big propositions before Philadelphia's big business men and executives

is best accomplished by placing your announcements in their favorite newspaper.

"The Bulletin" is unquestionably the popular choice of Philadelphia's men of affairs.

It goes into their private offices at the close of the stock market each day; it accompanies them to their homes, and is the paper they and their families prefer.

They like it for its bright and careful presentation of the news of the day, its reliable market reports, its editorial tone, and its progressive and constructive conservatism.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net paid average
for July*

455,112

*Copies
a day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



Just a few of the Brands of Talcum on sale in Baltimore stores. There are about this many more.

EIGHTY brands of Talcum Powder were found on sale in Baltimore as the result of an investigation recently completed by the merchandising department of The Baltimore NEWS.

Do all of these brands sell? Does Lady Baltimore—or Lord Baltimore either, for that matter—go into a store, throw down a quarter, or a dollar, and say, "Give me a good can of talcum," trusting to luck or the will of the retailer to hand him anyone of the eighty?

Not so you can notice it. Investigation shows that about three-fourths of the purchasers call for brands by name, many dealers placing the specifying purchasers as high as 90 and 95%.

Truth is, the public has been educated in its tastes through advertising and has little time for less known brands, no matter how good they may be, until the name and qualities of such brands are brought effectively and systematically to their attention through advertising. Here and there a manufacturer may kid himself into the belief that special inducements to the dealer will take the place of advertising to the public but in Baltimore, and we venture the same is true elsewhere, the dealer himself prefers to handle advertised goods.

With 80 brands to choose from it is significant that 90 stores should show 4 advertised brands as their best sellers. What are these brands? What qualities of merchandise or merchandising make these four the

Lady Baltimore Buys Talcums



leaders out of the 80 brands sold in Baltimore? How do they rank in distribution? What is the individual percentage of distribution?

The individual reports of 100 stores, with tabulations showing the essential composite facts, will answer most of the questions. The invaluable, intimate view-point of 100 retailers and 7 wholesalers—together with their observations and opinions in selling ALL brands of talcums—are embodied in this report, a copy of which we will be glad to place in the hands of manufacturers, advertising agencies and distributors who are interested in talcum powders in this market.

Last week we outlined briefly some facts uncovered by an investigation and analysis of the sale of chewing gums in Baltimore. Whether you are directly interested or not you will want to read next week's announcement of a report just completed on Jams and Jellies.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

F R E Y

artists are left free to function in the field of art alone. They have an organization of business men behind them—men who have had a thorough training in both the field of art and the field of business—men, therefore, who understand the problems of both, and their proper and practical relation to each other.



**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

104 MICHIGAN AVENUE - SOUTH
CHICAGO

Teaching the Dealer to Size Up Market Possibilities

Campaign of Mina Taylor Dresses Boosts Sales from \$30,000 to a Million Dollars a Year

By Chas. E. Duffie

Advertising Manager M. E. Smith & Co., Omaha

IN 1915 the sales of Mina Taylor dresses were less than \$30,000; in 1918 they ran very close to \$1,000,000, and they will undoubtedly pass that mark before the end of the present year. In 1915, also, there were less than 100 retailers handling the line; now we have several thousand accounts, and the garments are sold in practically every State west of the Mississippi River, and distribution will be country-wide before the end of 1920.

All this has been accomplished by the use of an unusual plan of direct co-operation with the retail merchant, which puts into his hands not only garments of worth, but also a complete sales and advertising plan which enables him quickly to popularize them among his women customers and to sell them with the least effort, and at a satisfactory profit.

When the line was first introduced, we realized that, although we had then been established as a house for nearly half a century, and had been manufacturing men's shirts, overalls, etc., for thirty years, we had a very different problem on hand in the manufacture and sale of women's cotton wash dresses, aprons and similar garments.

Investigation had revealed the fact that most women preferred to make their own house dresses at home. It had also developed the interesting point that this preference was apparently due to the fact that women were unable to buy ready-made garments containing the comfort features they demanded in such garb.

Obviously, then, our first problem was to ascertain just what women wanted in a wash dress for home wear, and this we undertook to do by questioning hun-

dreds of women. Having found where the average manufacturer was apparently not meeting the real demand, we designed garments containing the features our survey showed were sought by women. The next problem, of course, was to convince the retail merchant that he could sell such garments without difficulty and at a good profit if he adopted the right methods.

A little investigation quickly developed two most interesting facts: First, that few retailers had any real idea of the per capita consumption of house dresses and aprons; second, that the advertising done in local newspapers by merchants was almost entirely confined to the "sales" idea. That is to say, the average newspaper announcement to the women consisted of some such wording as this:

SPECIAL FOR SATURDAY ONLY
A complete line of well made house dresses in assorted colors and patterns; values up to \$2.50; on sale Saturday only, special at, each....98c

Another point of great interest developed by the investigation was this: That the average retailer, and the average woman in fact, looked on wash dresses for home wear as *utility garments*; in other words, they were regarded as working garments, and the element of style, so far as sales were concerned at least, did not enter into consideration at all. Women apparently considered a house dress in much the same way that men looked on an overall—a garment of convenience for occasions where the element of good looks did not require much consideration.

Serious study of the points brought out seemed to indicate that the advertising and selling

campaign should centre around a few vital points: The retailer must be encouraged to look on house dresses as a line in which there was a much greater volume than he had imagined, with consequently better profits; and also he must be taught that by employing the "special sale" style of ad-

ressing the comfort points they demanded in such garments, and to realize that it actually was more satisfactory and economical to buy such dresses, ready-made, than it was to purchase the material and make the dress at home.

Having arrived at these decisions, we formulated our advertising and selling policies. We had perfected a garment containing the features the women demanded in house dresses, and it was determined to market the line by confining it to one store in each city or town, giving the retailer who stocked the Mina Taylor line a practical monopoly in his particular field.

Meantime we had been endeavoring to ascertain the average expenditure per capita of women of eighteen years of age and more for house dresses and aprons. The figure finally accepted was \$7.50. This, it must be remembered, was before the war had begun to start prices on their skyward journey.

After days and even weeks of study of the census reports, we were able to "dig out" the percentage of women of eighteen years of age and more in each of the States we intended to cover with the line.

These facts, combined with the additional fact that, on the average over the country, the number of people who trade in any given city or town is equal to the actual population, plus 40 per cent for farm and other nearby trade, gave us the basis for our campaign.

"THIS BUSINESS IS YOURS—DO YOU GET IT ALL?"

It was now possible to go to a merchant in a Nebraska town of say 2,000 population, and say to him something like this:

"In this town there are 2,000 people. Add 40 per cent for rural trade, and you have 2,800 people who naturally trade in this town. Of these people, 32.97 per cent are women eighteen years of age or more. This means that there are approximately 930 women in your trading territory who spend, on the average, \$7.50 per year for house dresses and aprons. In other words, there is a volume of



THIS ADVERTISING SHOWS UP FAVORABLY WHEN COMPARED WITH RETAILERS' OWN COPY FOR HOUSE DRESSES AND HELPS TO SELL THE LINE

vertising he was overlooking the great opportunity to sell house dresses in a big way. Again, both merchants and the women, must be taught that a house dress could be something more than a mere working garment—that it could be a dress of *good looks and comfort*, as well as one of utility. Lastly, the women must be made to understand that it was possible to buy a house dress pos-

\$7,975 in house dresses and aprons right here at your door. You are one of three stores in this town handling that line. Are you getting one-third of this volume—about \$2,700—or are you even getting 10 per cent of it? In other words, are you realizing your sales possibilities? You know what your relative standing as a merchant is in this town—you know what your competitors are doing, and how much you should be doing, to be getting your share of the business. Are you getting it? The business is here—there is no doubt of that. It may not be coming to this town, of course, then where is it going—to the mail-order house, or to the next larger nearby town? The women are buying that amount of house dresses and aprons—who is getting the business?"

Very few merchants were found who were anywhere near realizing their sales possibilities.

Our salesmen were carefully trained in presenting their arguments, of course; and they had a

very complete portfolio of facts and figures. Invariably their opening statement along the lines above quoted, brought an exclamation of disbelief from the prospect; and almost invariably, also, was instant attention gained by this unusual presentation of the case.

Attention gained, the salesman proceeded to explain, very carefully, the facts as outlined above regarding the house dress business, and particularly the advertising possibilities of the line. Samples of the usual house dress ads from papers all over the country, and obtained through a clipping bureau, were shown, as compared with the unusual copy and illustrations we were prepared to furnish dealers, featuring the Mina Taylor garments in an attractive manner, and driving home its comfort-features, style possibilities and economy of price.

These advertisements, both illustrations and text, were furnished free, of course. In addition we furnished attractive store cards featuring the dress, slides

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

for the moving picture theatres, and finally a series of handsomely lithographed direct-by-mail folders, to be sent by the merchant to his prospective customers. These latter folders we sold at a nominal price, imprinted with the dealer's name and address, and enclosed in a stamped envelope, which was addressed by us from the merchant's own mail list, ready to put into the postoffice. Some folders did not need envelopes, and were addressed directly on the outside fold.

Hundreds of thousands of these folders were purchased by merchants, who also used the display advertising furnished them for their local papers.

When a shipment of dresses went forward, it was accompanied by the direct-by-mail folders and the other advertising helps, and a sales plan book which described in detail just how the garments should be featured in the windows, advertised in the newspapers, etc.

Of course we preceded the call of the salesman with a vigorous business paper campaign, as well as by direct-by-mail advertising to a list of selected dealers whom we wanted to interest.

The effect of the campaign was really remarkable. Merchants who stocked the line and used our advertising and sales plan became enthusiastic. Scores of letters were received, praising not only the garments but the selling plan behind them.

Our great problem became not one of sales but of production. It was impossible to meet the demand for Mina Taylor dresses and aprons. The growth of the business may well be illustrated by some figures.

In the fall of 1915 we took orders for spring shipment in 1916 totaling about \$100,000. This was the limit of our factory capacity at that time. During the year 1916 we enlarged our factory facilities very largely and our executives felt safe in telling the sales department to let the road men "sell their heads off for next spring." They did.

The advertising and sales departments estimated that we could easily take \$250,000 of advance business for shipment in the spring of 1917. The executive offices expressed doubt that this could be done with a line so little known at the time. What really happened was this:

Samples were given the salesmen on September 20, 1916, an unusually late date for such a line to go on the road. On October 20—just 30 days—we had booked a little more than \$100,000 in orders. Ten days later the orders totalled \$200,000. On November 20, sixty days after the line went out, the sales force had rolled up \$450,000 in business, and on December 10, when we were forced to call in the men because our total production for spring had been sold, the orders for future shipment totaled \$575,000.

"And we were just beginning to go good," was the lament of the men when they turned in their samples. In other words, we could just as well have booked \$1,000,000 worth of orders as half that quantity, had production been available.

Then the effect of the war began to be felt. Prices began climbing skyward, and piece goods became scarce. Help became less plentiful, as well. Yet the demand for the line has steadily increased until, as stated, the sales for the year 1919 will be well over the \$1,000,000 mark in all probability.

We have been forced to establish several branch factories, and recently we purchased the \$1,000,000 factory of the American Garment Co., of Indianapolis, which we hope will give us a very much increased production for 1920. At present, however, we are still behind on orders, with a demand growing more rapidly than production can be increased under present conditions.

Maurice Burke in Concert Publicity Work

Maurice Burke, who has been a member of the advertising department of the Diamond Rubber Company, Akron, O., is now a member of the publicity staff of Daniel Mayer, concert director, New York.



Miss Zoe Beckley

the noted magazine and newspaper writer, sailed this week on the "Lapland", to do special editorial work abroad for THE PEOPLE'S HOME JOURNAL. Miss Beckley's articles will appear shortly.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

How many million dollars oils are purchased each year by men who are responsible

- the nation's metal mines
- the nation's coal mines
- the nation's electric light, power and transportation.

These men are the readers of the McGraw-Hill group.



*Think of Them
as a Unit*

McGraw-Hill

Tenth Avenue

New York

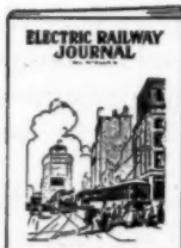
in dollars' worth of lubricating used each year by *the men* responsible for

- the nation's great mechanical industries
- The nation's great chemical industries.
- the nation's great construction enterprises.

Next Week—a word about the *Electrical World*.

-H Company, Inc.

at 36th Street
New York



*Buy Them
as a Group*

To the man who is on the fence!

EVERY business day in the year, some man sits at his desk with the copy for a new catalogue or booklet confronting him. The manuscript represents the thought and labor of months or even years. It has been planned and written and revised with pains-taking care.

Now comes the all-important question of the choice of a printer. The executive mentally reviews the possibilities both for success and failure involved in the printing of the work. He knows as no one else does, just how necessary it is that it should be done *right*. But out of the multitude of printing houses, which is the logical choice?

To such a man we say—if you wish to play safe, if you would be insured against worry and possible disappointment—avail yourself of our unusual capacity for service.

A reputation for dependability is not built in a day and does not happen through accident.

CHARLES FRANCIS PRESS

THE ADDRESS IS

461 EIGHTH AVENUE, NEW YORK
THE TELEPHONE NUMBER IS GREELEY 3210

Meat Sales Increased Via the Culinary Instruction Route

Wilson & Company Build Up Domestic Science Department for Service to Women of Country

By Helen A. Ballard

FOR the past twenty or more years, packers, flour producers, canners, in fact many concerns producing or handling food products have put out some kind of household help—or at least, literature was sent out under such a guise. But that of the old order was sadly lacking in attractiveness and often a hindrance to the housewife who tried to follow the suggestions contained therein.

Such conditions no longer obtain.

The manufacturer has come to realize that women are as critical of the advertising of a product as they are of the product itself, and he now sees to it that the cook book, the art manual on household decoration, or the copy in her favorite publication not only is dressed in its best, but is correct in every detail of its illustration and subject matter. He knows that if he shows a table set-up with the napkins placed on the wrong side of the plate, or suggests for dinner a recipe that is logically a luncheon dish, or in any way indicates in his advertising that he is not up to the latest wrinkle in table etiquette or home beautiful ideas, he will bring down a storm of protest upon his head and put himself and his product in a ridiculous light before the consumer.

The Domestic Science Department of the firm of Wilson & Co. had its beginning in fuelless Mondays back in January, 1918, when Eleanor Lee Wright, who organized the department and now directs it, issued, through the Sunday newspaper pages, an invitation to the women of Chicago to come to the club room of that department at the stockyards on Monday afternoons for demonstration talks on the art of meat cooking. That the women were

eager for information on the subject was shown by the large attendance of women of all classes who took great interest in the food talks and experiments, who enjoyed the cheer of the warm room and the getting-acquainted chats over the hot coffee, preserves and crackers.

WORK HAS LASTING EFFECT

This work was far-reaching. Women who came told other women and brought them to the club room. They came to regard Miss Wright as a real friend and to telephone her for advice on all kinds of subjects. Even now, after a year and eight months have elapsed, it is no uncommon thing for a woman to call up by telephone and say: "I don't suppose you remember me, but I'm Mrs. Kent and I used to come to your talks on fuel-less Mondays. You gave us so much help then that I thought you would advise me now when I'm in trouble. I've just bought a tenderloin steak, the biggest one I ever saw, and to tell the plain truth I don't know what to do with it. Won't you please come to the rescue and tell me how long to cook it?" And Miss Wright tells her, carefully instructing her to light the oven fifteen minutes before she puts the steak in, and all of the rest of it, ending with a cordial invitation to call her again if the steak doesn't seem to behave properly.

Or, perhaps, some girl who is to give a party wants to know how to plan very unusual refreshments—not too hard to make, but that will long be remembered by her guests for their artistic and epicurean merits, so she calls upon the Domestic Science Department director for suggestions. This and all similar service is always freely given and the inquirer is made to

feel that the department exists for just this very purpose. There is no attempt to push Wilson products in this work, but just to give the advice that any food expert would give who was not connected with a food concern.

"As I understand it, the thought that came to the organization when establishing this department," says Miss Wright, "was to



ELEANOR LEE WRIGHT, DIRECTOR OF THE DOMESTIC SCIENCE DEPARTMENT OF WILSON & COMPANY

give its services to every housewife in America, but the work had grown far beyond service to housewives alone. So many teachers came to the talks given on those cold Mondays, and they were so appreciative of the work we were trying to do and seemed to get so much of practical value, that we decided to take the teachers of the country into our plans in the work of the department.

"I first secured a list of 1,000 teachers and wrote them of the Domestic Science Department and some of the things that we were planning, and asked if they would be interested. The replies were

so enthusiastic that we enlarged our plans, making a careful study of the teacher's needs as well as of the housewife's, and endeavored to give both something practical that would supplement the work in the domestic science courses given in our schools and colleges. From my own college training in this line I knew some things on which I thought Wilson & Co. might be a great help through our newly organized department.

"The first step was planned to meet what I considered to be the greatest need—that of a comprehensive chart which would tell the different cuts of meat, where they come in the anatomy of the animal and what they should look like when severed from the body, as to fibre, texture and color. The chart is twenty-eight by forty-two inches in size—large enough to put up before a class and be seen at a distance by the pupils, and by showing the carcass intact with divisional lines indicating beef cuts in place, and then by showing the same cuts severed at the side, the teacher, pupil or housewife can readily learn how to order meat either cut or uncut.

"This meat chart was sent out to State superintendents of schools all over the country, and a letter was sent under separate cover, saying that we would gladly send it to all domestic science teachers who wanted it. The superintendents came back with a list of domestic science teachers asking us to forward the chart to them. We did so, also sending a separate letter saying that we would furnish additional copies to any who cared to make use of them. More names were received as a result of this letter to teachers. Our list now numbers more than 10,000 and we reach domestic science teachers, dietitians, home demonstration agents, county agricultural agents, teachers of agriculture, county superintendents, State superintendents and supervisors of schools.

"Our work has grown until we now correspond with teachers of animal husbandry, commercial geography, dairying, agriculture

and similar subjects. But the group of people with whom we work chiefly are teachers of domestic science, home demonstration agents and dietitians. From our mailing list of over 10,000 we have had 45 per cent replies, which is, I believe, a very high percentage. And these replies came from those who received the meat chart and were interested in our further service.

MOTION PICTURES IN THE SCHEME

"Besides the meat chart we send out films and slides with suggestions for a lecture on different subjects. We have one on the manufacture of oleomargarine, showing the ingredients that go into it and explaining its wholesomeness and food value. There is about 300 feet of this film and it can be shown in about fifteen minutes, including the time taken for the lecture. Another lecture was prepared because the teachers from all sections of the country asked for a set of slides on domestic economy. This is a series showing food groups, special manufacturing processes, tests of foods as regards their cooking properties, etc. Part of this series can be used in physiology classes. Another set of slides shows the essential steps in preparing food conservation dishes. This is a graphic and interesting way to give a demonstration and consumes less time than the usual way."

Miss Wright was asked by a film concern to prepare six short films on food conservation when that subject was being given much attention. The films cover lessons in food economy illustrated by recipes. Some of the subjects are: "Raspberry Tarts," "Nut Cheese Loaf," "The Economy of Buying a Whole Ham," and many other similar subjects.

The teachers all over the country have secured the co-operation of the local motion-picture theatres in showing these slides and films when they had no projection machine in connection with the school.

"We believe," said Miss Wright, "that it is the business of our department to feel the American

pulse and supply the need. We found that women in general did not know meat cuts, so we produced the chart. Requests for these come from all kinds of people and places. We have had requests for them from sanatoriums. We feel that the chart has helped to standardize cuts, which will mean more standardized prices. It has introduced some of the forequarter cuts which are the hardest to move."

What experts themselves think of this chart and other forms of service given is indicated by some of the letters which come into the office. This one from Teachers College of Columbia University is typical of the good will felt wherever the chart and other helps have found their way:

TEACHERS COLLEGE,
Columbia University
NEW YORK, January 27, 1919.

MY DEAR MISS WRIGHT:

Everyone in this department is simply delighted with the chart and it has already been used in several practice classes. All proclaim it to be the best thing of its kind ever published. You will probably be asked for several copies for use here.

The cuts are realistic both in color and form, the detail excellent, and the organization exceptionally fine. As I told you last summer, such a chart large enough to be put up before a class has been needed for a long, long time. I am glad you took hold of the problem and so successfully produced the chart. The whole home economics field owes much to you for getting it up.

I should very much like to have several of my friends benefit by it, so I am taking the liberty of enclosing a list of names and addresses. If you are making a charge for the chart I shall be glad to have my name mentioned to these people. I feel certain that everyone will welcome this chart at whatever cost.

You are doing a very fine thing for the domestic science field in the publishing of books, pamphlets and charts. If at any time I—as one teacher in that profession—can reciprocate in any way, I shall deem it a privilege to do so.

Most sincerely yours,
(Signed) SARAH SINCLAIR ORMSBY.

"Wilson's Meat Cookery" is perhaps the part of the service that makes the greatest appeal to the housewife. It is a book on the buying, keeping, preparing, cooking and serving of meats. It goes into the selection of cuts, the question of economy as made possible by cheaper cuts well cooked, and gives recipes for almost every

conceivable kind of food in which meat has a part. The large meat chart is reduced in this book and used for a centre spread, and charts for pork, lamb and mutton are also given. The subject of the balanced meal is taken up and a comprehensive table is given showing different kinds of meat and the proper starchy vegetables, green or succulent vegetables and other dishes to be served with them.

A REAL HELP TO MRS. NEWBRIDE

The most intimate and confiding letters are received in the Domestic Science Department from housewives who have received the chart, the "Wilson's Meat Cookery" book and other literature and who have also grown to know Miss Wright through the food articles which appear over her name in the newspapers and magazines. One of these comes from Mrs. Newbride, and reads in part as follows:

SAIN'T GEORGE, STATEN ISLAND, N. Y.
July 10, 1919.

MY DEAR MISS WRIGHT:

Thanks, I did receive the cook book and shall certainly be interested in a correspondence course in domestic science.

Regarding the cook book—I am immensely pleased with it and feel that a knowledge of two of the pointers only—that of slow cooking and the marinade recipe—are a boon to an inexperienced housewife. At any rate they have been a wonderful help to me. I never have any fear now that my roast will not be wholly palatable—both tender and juicy, and my stews, etc., are always savory.

I still feel, however, that I have not entirely mastered a nice juicy steak. I have reference to a small porterhouse or sirloin. At times even yet it is a case of "maybe and maybe not," and, well, perhaps you can guess what that means to a woman whose highest ambition is to excel in the work on hand.

After all, is not the meat course the most important of the entire meal? At least nowadays it is one of the biggest items on the expense account, and if not properly cooked would represent not only a waste, but a source of many evils beside, for—who could be sweet tempered if, when tired and hungry the steak was tough—and what conscientious housewife wants to feel that she is responsible for somebody's attack of, say—indigestion?

Gratefully yours,
(Signed) (Mrs H.) MARGUERITE JAMES.

Since June 1, 70,000 of these cook books have been sent out on request.

Miss Wright had charge of the Patriotic Food Show given in Chicago during the war, and gave lectures on food conservation in all of the moving-picture theatres, giving up all of her evenings to this work. As a result of these lectures and of the literature and various helps sent out from her department, she has been asked to lecture in many parts of the country. The calls have come from women's clubs and from home economics departments of colleges. The four points of the compass have been represented, and many of the calls have been answered.

"We have had some interesting experiences in following up our films and slides sent to domestic science teachers," said Miss Wright. "If they are shown in the neighborhood of one of our branch houses, the branch house invites the students to visit the branch. If it is not a town where we have a branch house, our salesman there offers his co-operation to the teacher of domestic science. Sometimes the teachers co-operate by inviting the customers of Wilson dealers, also, to view the films or slides. It is impossible to estimate the business received from this work, but we have numberless evidences of dealers becoming interested and of families becoming users of Wilson products because of the work which we have done."

Miss Wright now has in process of preparation a complete correspondence course on cooking of all kinds, not alone articles of diet in which Wilson products might be used. She is planning a dealer tie-up on this method of advertising, but she believes that in work of this kind the indirect selling method is far better, and that the woman—housewife or teacher—who has received unselfish service is far more likely to become an advocate and a user of the product back of the service department.

L. L. Stewart at Atlanta

L. L. Stewart, who has been publicity director of the Triangle Distributing Corporation, New York, has been made the publicity and advertising representative at Atlanta, Ga., of the S. A. Lynch Enterprises, Inc., New York.

"Plus Circulation"

YOU hear a great deal nowadays about "plus circulation." "Plus circulation" refers to the persons who read a publication *in addition to* the original buyer or subscriber.

The Kansas City Star is rich in "plus circulation," because its subscribers have the paper delivered *to their homes*. In Greater Kansas City alone The Star's carrier circulation is more than 104,000 copies twice a day.

Each of the 104,000 copies is delivered to a home. It is read by the father, mother, children, boarders, maiden aunts and any other person or persons who may live in that household. The father is the actual or primary subscriber; the others are "plus" subscribers.

The *actual* circulation of The Star with the *plus* circulation equals the sum total of Kansas City's reading and buying public.

Counting street sales, suburban and out-of-town circulation—the most of it within a 100-mile radius of Kansas City—The Star has in all 215,000 subscribers.

THE KANSAS CITY STAR

Morning

215,000

Evening

215,000

Sunday

215,000

CHICAGO OFFICE
1418 Century Bldg.

NEW YORK OFFICE
2 Rector Street

"The price of progress

WE would like to hang that sentence over the desk of every major and minor executive in America.

"The price of progress inevitably rises."

The further a business climbs the more care and work are required to make succeeding upward steps.

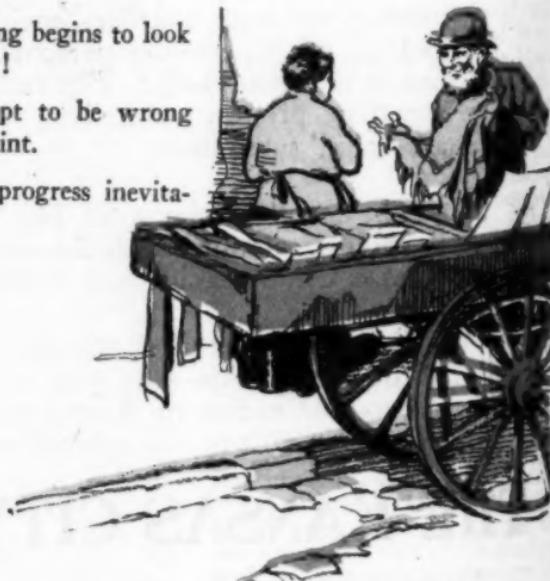
When manufacturing begins to look easier—watch out!

When selling begins to look easier—watch out!

When advertising begins to look easier—watch out!

Something is apt to be wrong with your viewpoint.

"The price of progress inevitably rises."



Blackman-Ross

ADVERTISING

inevitably rises"

High altitudes go hand in hand with risks of an abrupt drop. High sales records require increasing safeguards in sales personnel and vigor of advertising.

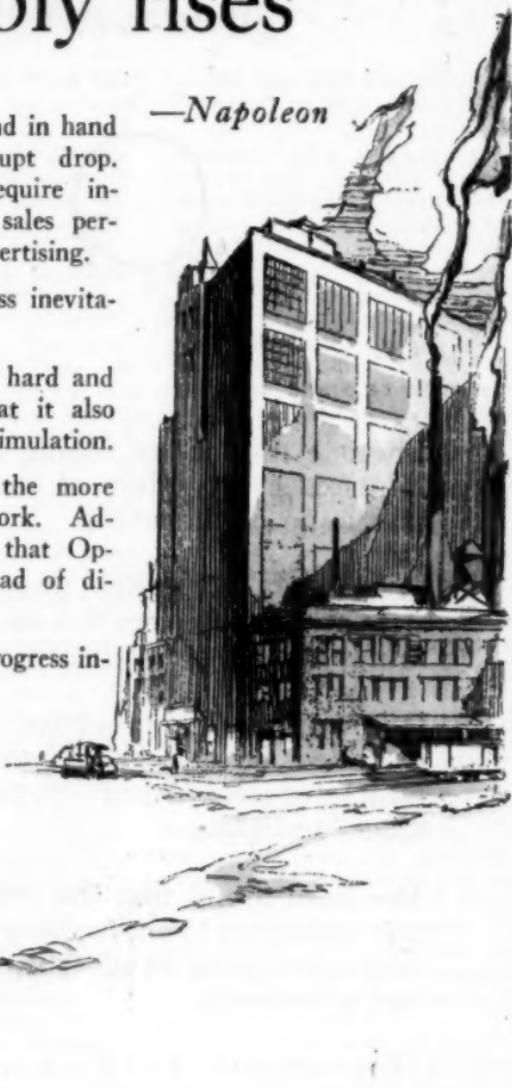
"The price of progress inevitably rises."

If that saying sounds hard and relentless, remember that it also contains a nugget of stimulation.

The higher you go the more need you will feel to work. Advancing, you will find that Opportunity increases instead of diminishes.

But—"The price of progress inevitably rises."

—Napoleon



Company **New**
95 MADISON AVE. **York**



The one thought of selling the goods
animates every effort of the Wilfred
O. Floing organization.

Practical art, rather than pretty or clever
art, perhaps describes the trend of our
minds in laying out advertising display.

Our work and our advice are never
extended beyond the elements with
which we elect to deal—pictures, white
space, and type.

We have found that the restriction of
our endeavors to that sphere is particu-
larly appreciated by advertising agencies
and advertisers.

WILFRED O. FLOING COMPANY

1316 Garland Building
CHICAGO

Elevating a Trade Through Advertising

National Campaign for Dark Barre Granite Not Only Put Industry on Profitable Basis, but Created Self-Respect of Manufacturers

IT is the testimony of all concerned that national advertising in behalf of the Barre, Vt., granite district has achieved remarkable things. It has been a tonic to an industry that was becoming stagnant; it has stabilized a business in which overwork and uncertainty prevailed; it has liquidated mortgages for manufacturers who were threatened with ruin; it has been the means of weeding out an undesirable class of trade; it has put the whole industry upon a steady and profitable basis.

But these improvements in large part were made possible only through what has perhaps been the most striking result of all—national advertising has created self-respect among a class of men who previously were doubtful about the standing of their business in the eyes of the general public. It has shown them that they have a definite place in the general scheme of things. It has raised them in their own estimation and filled them with that confidence which means progressive thought and action. And all this with a product which some deemed "non-advertisible."

"It has elevated the entire field," is the way it is expressed by H. P. Hinman, sales manager for the quarrying firm of the Boutwell, Milne & Varnum Company, Montpelier, Vt., which has been the leader in promoting by advertising the use of Vermont's dark Barre granite.

"Without any question the chief benefit from the national advertising of memorials has been the class improvement in producers and retailers," says Mr. Hinman. "Three years ago any progressive person connected with the industry would hesitate before telling a stranger what his line of business was.

"'Gravestone' was the word

commonly used, and anyone connected with it was naturally looked down upon. 'Marble,' fully as antiquated, was another word that made monumental men shudder.

"Now after over three years of national advertising, 'granite memorial' has been substituted for 'marble gravestones,' and the local 'monument man' is known as the 'dealer in memorial.' Their places of business are becoming known as 'studios,' and their associations are changing their names from 'marble dealers' associations' to 'societies of memorial art.'

"Among the producers their cutting 'sheds' are changing to 'plants,' and it is no longer a disgrace to own an automobile and wear a white collar around the office. The change all along the line has been most remarkable. National advertising has been the dominant factor in bringing the producers together and elevating the entire field.

"To-day no one hesitates to acknowledge and even discuss his connections with the production and sales of memorials. A student of psychology could readily observe the mental changes that independence of action, new lines of thought and subconscious mental and physical improvements are manifest everywhere."

The history of national advertising in the Barre granite district is additionally interesting because of its various stages.

About two years before the inception of an advertising campaign by the Barre Quarriers' and Manufacturers' Association, an advertising agency prepared a brief on the advantages of advertising Barre granite nationally and endeavored to get the granite associations and the Board of Trade to start a co-operative campaign, but of no avail. The members

claimed that they had a product which was non-advertisable.

The situation in the Barre district was especially difficult because more than 90 per cent of the quarriers and manufacturers had been practical workmen at one time. The whole industry had re-

ing a radical change in conditions. In March, 1916, an advertising campaign was started and \$30,000 was invested the first year. Of that sum \$20,000 went in four pages in a leading weekly. The next year, through strenuous efforts on the part of the progressive members who foresaw the benefits, the appropriation was raised to \$50,000, of which \$30,000 was spent for six pages in the same weekly. Although some members pointed out that the cost was less than 1 per cent of the sales, others claimed that the burden was too great.

In the third year those members who called themselves progressives, jubilant over the results received, again raised the appropriation to more than \$100,000.

The real power of national advertising was just beginning to reflect itself through the association membership. The progressive members were rapidly coming into their own in many different ways. Prices were raised to a profit-bearing basis.

Mortgages were being liquidated, automobiles purchased, new office help employed and more personal freedom enjoyed.

However, some friction existed for several months until with the approach of the annual meeting, the progressive element resigned from office in the association. Fifteen of them petitioned Boutwell, Milne & Varnum Company to take up the campaign for "The Rock of Ages" exclusively, and plans were laid for an expenditure of \$150,000 during the current year.

It was the idea of the two active partners of the firm, James M. Boutwell and Harvey W. Varnum, to spend enough money to do the work right. The member-



THE STYLE OF ADVERTISING THAT IS CREATING RESPECT FOR AN INDUSTRY

mained stagnant for the previous twenty-five years. Prices were no higher, and each time the workmen received an increase of wages, the manufacturers never thought of raising the price of finished work, but endeavored to "beat" the cost of production by working at the trade with their employees during the day and doing their office work nights.

The result was that dozens of them went to their graves penniless in the prime of life. Plants were heavily mortgaged, and progress was dead. Only the merit of the granite itself kept the industry going.

It remained for some great external force to be utilized in bring-

ship asked how much would be needed, and were told that \$150,000 was the sum. Within ten minutes they gave orders to go ahead and start a campaign that would do the industry the most good.

Possibly five years before they would have hesitated to authorize one-tenth of that sum for such purposes. However, they had seen the benefits by now.

The campaign was started from a broad-minded viewpoint, and is now striving to elevate the entire memorial industry, to educate and obtain the confidence of the public and to show it where its memorial sentiment can be best satisfied and handled. The initial copy has been intended largely to acquaint the public with the name "Rock of Ages," but in June a change to educational advertisements was brought about.

A good example of some of the radical changes brought about is the classification of customers by Boutwell, Milne & Varnum Company. A notice was issued, reading as follows:

TO THE TRADE:

On account of the war (and without going into details, you all understand what that means) we have gone over our books and have placed our customers into three classes: A, B and C.

CLASS A:

This class includes all customers who discount their bills with us. We will do everything possible to keep this class supplied with stock of good quality and will fill orders as promptly as we can. Orders will be filled in rotation as near as possible. We appreciate the business of this class of customers and intend to do everything we can to merit a continuance of their trade.

CLASS B:

This class includes customers who pay in from thirty to sixty days. Orders for this class will be filled after orders for Class A.

CLASS C:

This class includes the customers who pay any old time and mostly never. This class of trade is a detriment to the business and orders from them will not be entered.

Divisions of these classes will be revised on the 15th of each month, and changes made where necessary.

In order to receive prompt and careful attention to orders **BETTER GET INTO CLASS A.**

This change was adopted without trouble or dissatisfaction, and

there was a general scramble to get into Class A. The business from the class was so great that B and C never received any attention.

This is aside from the advertising campaign, but it shows the spirit which imbued the progressive members, made possible by the change in conditions.

The Boutwell, Milne & Varnum Co. devotes its entire activities to quarrying the "Rock of Ages" granite in the rough and selling it in that state to the manufacturers in the Barre district, who make the finished memorials and sell them to retailers in all parts of America.

This company has had always enough business to make salesmen unnecessary, and especially during the past two or three years it has been most difficult to fill orders. A large number have been turned down. Consequently it was not necessary to advertise to promote the sales, or to lower the selling expense, or to help finance the business.

With the inauguration of the advertising campaign by the company, a complete change was made in merchandising policies. For many years the rough granite had been sold to anyone who was a good credit risk, but on January 1 a complete change was made in the sales plans.

A letter was issued to customers in which the following statements were made:

We desire to announce that on and after January 1, 1919, we will only accept orders from manufacturers with the privilege of inspecting and passing judgment on the memorials finished therefrom. In the past more or less discredit has been brought upon our trade name, "Rock of Ages," by manufacturers not putting the proper workmanship and design on the raw material.

Henceforth we shall endeavor to protect the manufacturer and ourselves by insisting that all users of our rough stock treat it in such a manner as to reflect nothing but credit upon the "Rock of Ages" quarries and the Barre Granite industry.

We have already issued instructions to our employees at the quarries to receive no more orders direct from the manufacturers, to make no promises regarding deliveries, to give out no information whatsoever on orders and to refer all personal and telephone calls to our Montpelier office. You are asked

to observe these requests when seeking information about your orders.

It is our earnest desire that you read all these statements closely so as to know exactly under what conditions this firm is compelled to operate.

The number of customers was dropped from 160 to about 50 because in the best judgment of this firm the 110 were incapable of placing on the market a finished memorial that reflected credit on all connected with it, and because they were not sufficiently progressive to keep pace with the workings of the new plans. A few were eliminated for personal reasons.

Sales manager Hinman says:

"The customers who are obtaining the rough granite are without question the most contented class of producers the industry has ever seen, and in all their advertising, sales and promotional work are boasting 'The Rock of Ages'—even to the extent of remodelling their plants so as to be more efficient in its finished memorial production.

"Since this plan was adopted the general quality of workmanship placed on Boutwell, Milne & Varnum Co.'s rough granite has improved at least 50 per cent, and a secure foundation is being built for the future."

French Account for Wood, Putnam & Wood

The Baltimore branch of Wood, Putnam & Wood, Inc., Boston, has secured the advertising account of the DuPont Food Products Company. It is expected that a large newspaper campaign will be conducted throughout the country on these products.

The DuPont Food Products Company has been established since 1897 in France and its products have been sold in Europe, Africa, Cochin China and Australia.

"Brann the Iconoclast" to Be Advertised

The Brann Publishers, Inc., New York, have opened an office in New York and will conduct a mail-order advertising campaign for the writings of "Brann the Iconoclast." Ruthrauff & Ryan, Inc., have obtained the advertising account. Sidney Herz, formerly of Herz Brothers, Waco, Texas, is president and general manager of the new publishing company.

Mac Martin's Valuation of "Printers' Ink"

MAC MARTIN ADVERTISING AGENCY, INC., MINNEAPOLIS.

Editor of Printers' Ink:

The other day, just at the crucial moment in closing a contract for a large appropriation, an appropriation three times the size of that of the particular client the past year (although his advertising the past year was as large as any in his industry) one of the service men of this agency told a story which he had read in *Printers' Ink* some five years ago. Incidentally, this was the story of James Pyle's Pearline. The effect of that story closed the contract.

Since January first we have had a librarian classifying our books and other reference material. We have bound volumes of *Printers' Ink* back to 1904. For the last two months we have been classifying stories of successful and unsuccessful advertising campaigns which have appeared in *Printers' Ink*. We now have ready reference to some 2,000 such stories and we all feel that this record is the most valuable part of our library. We would not part with it for \$10,000 cash.

MAC MARTIN,
President.

Armstrong Will Join Seattle Agency

C. L. Armstrong, who has been with Mallory, Mitchell & Faust, Inc., Chicago, advertising agency, during the past year, will be in charge of the merchandising and plan department of the Izzard Company, an advertising agency, Seattle, Wash., September 1, having acquired an interest in that organization.

From 1915 to 1917 Mr. Armstrong was an officer with a Scottish unit in the Canadian Expeditionary Force and was pensioned out as a result of disabilities received during the battle of the Somme in 1916.

New Staff Members and New Accounts of Greig & Glover

Don D. Knowles, formerly associated with the Rogers & Smith Advertising Agency, Chicago, and M. W. Mills, formerly advertising manager of the Chittenden Company of the same city, are now members of the staff of Greig & Glover, Inc., Chicago.

The accounts of the International Bakeries Company, and of the Rothacker Film Mfg. Company, Chicago, have been obtained by Greig & Glover.

Berrien Has Nemours Trading Account

The account of the Nemours Trading Corporation, exporter and importer, has been obtained by the Berrien Company, advertising agency, New York.

Unavoidably Delayed

In Printers' Ink, issue of June 19th, there appeared a four page insert which gave a complete description of the \$50,000 Goss Press being built for the Southern Ruralist.

This press, will make it possible to print full page advertisements in any one of sixteen different colors and black, on any page of any size issue.

On July 10th we mailed to 3,000 space buyers, advertising managers, and agencies, color charts showing sixteen miniature reproductions of full page advertisements which have appeared in the Southern Ruralist since the first of the year. This chart showed sixteen different colors and black.

In both the Printers' Ink insert and the Color Chart, we made the statement that the new press would be installed and in operation February 1st, 1920.

The Goss Company has just notified us that it will be impossible to ship this press before February 1st, 1920, which means that it will be about May 1st by the time it is running. Hence, this notice. All contracts for color pages, other than red and black, will be adjusted. Your orders for full page copy in two colors (select your own colors) are solicited, service to start May 1st, 1920.

SOUTHERN RURALIST

AUDITED BY A. B. C.

ATLANTA

CHICAGO
J. C. Billingslea
Advertising Bldg.

ST. LOUIS
A. D. McKinney
Post Dispatch Bldg.

Send for Rate Card
and Circulation
Statement



NEW YORK
A. H. Billingslea
No. 1 Madison Ave.

MINNEAPOLIS
R. R. Ring
Palace Bldg.

Ask for Bob's Book
and
Bob's Blotter

Farm, Stock and Home, Minneapolis, Minn., covers the great States of Minnesota, Wisconsin and the Dakotas with more than 140,000 subscribers.

YOUR GREATEST The National F



The farm monthly offers the greatest advertising value of any publication in the advertising field today.

It reaches the buyers who have, on the average, the most money—the ones who can best afford to spend. They are the buyers for whose trade there is the least advertising competition. Half the wealth is on the farms. Yet only 10 percent

SPENCER, IND.
Farm Life

OPPORTUNITY- Farm Monthly

as much is spent advertising to farmers as to city people.

The farm monthly appears just as often as the average advertiser cares to publish his advertisement. There are no intermediate issues to eat up the appropriation or leave a gap in the insertions.

The publisher has more time to prepare a monthly issue. As a rule he pays his contributors and artists at a higher rate, and publishes a better and more vital magazine.

The life of an advertisement is longer in the monthlies. It pulls for from 60 to 90 days.

It is economical space to buy because the three great national monthlies duplicate their lists only to a very slight degree—and together they reach half the farm readers in the country.

Farm Life is one of the three leading national farm monthlies in which your great opportunity lies. It has a page of 450 lines. Full page dominating space costs less than in mediums with a larger page.

JOHN M. BRANHAM COMPANY
Special Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND. --- Farm Life

Coca-Cola Company of Georgia Sold for \$30,000,000

New Organization Will Extend Business Nationally and Develop Sales Abroad

ONE of the most interesting announcements in connection with the acquirement by the Trust Company of Georgia and certain New York interests of the Coca-Cola Company of Atlanta is that which declares officially that "the necessary resources will be provided to extend the operations of the company more widely than heretofore not only in the United States but in foreign countries."

The company has always been a heavy advertiser, but this undoubtedly means that its publicity appropriations will now be greater than ever.

About \$30,000,000 is said to have been involved in the transaction. A new company is being organized, and about 500,000 shares of its common stock will be available at about \$40 per share.

These shares will be deposited with the Guaranty Trust Company of New York under a voting trust agreement for five years. The trustees are S. C. Dobbs, vice-president of the Coca-Cola Company of Georgia; E. W. Stetson, vice-president of the Guaranty Trust Company and Ernest Woodruff, president of the Trust Company of Georgia.

The earnings of the company for the first seven months of the year were at the rate of \$5,250,000 a year, without provision for Federal taxes, which on the 1919 basis would leave about \$6.50 a share for the new common stock. There will also be outstanding \$10,000,000 cumulative 7 per cent non-voting preferred stock.

The sales for the first seven months of the year were 11,099,569 gallons, the July sales showing an increase over those of the same month a year ago of 171 per cent.

The sale includes the rights to the formula, the real property, contracts, etc., but is said not to affect the bottling rights. The

management will remain the same.

At the time of the outbreak of the war the company's advertising appropriation had attained a mark considerably over a million dollars a year. Under this stimulus the consumption of the syrup jumped from 48,000 gallons in 1893 to 6,767,822 in 1913. The company began using magazine advertising in 1904 and in 1906 it began using the newspapers. Besides these mediums the company has resorted to almost all known forms of advertising and has developed quite a few of its own.

The company was founded by Asa G. Candler, Sr., of Atlanta, who purchased the formula for \$2,500. Advertising began in 1886 with an expense of \$73.96. In 1892 the capital stock was raised to \$150,000, and the following year \$12,395 was spent in advertising. The appropriation was annually increased until in 1901 it passed the \$100,000 mark.

Until the recent transaction took place, the bulk of the stock was in the hands of the sons and daughters of Asa G. Candler, Sr. Other blocks were held by scattered groups numbering hardly more than fifty persons.

Whitmyre Establishes An Agency

Everett Whitmyre, recently with the Campbell-Ewald Co., Inc., advertising agency, of Detroit, has opened an agency in Detroit which will be known as the Whitmyre Agency. Mr. Whitmyre has served as advertising manager of the Diamond Power Specialty Co., Detroit, and as advertising and assistant sales manager of The Kellogg Products Company, Inc., Buffalo.

Birmingham "Ledger" to Issue on Sunday

The Birmingham, Ala., *Ledger* will issue a Sunday edition, the first issue of which will appear October 5.



*Counsel, Art and Typography
for Advertisers*

George Moore, in "Hail and Farewell," said of a contemporary near-success that his greatest handicap consisted in seeing things "separately, not relatively."

Illustrations, Designs, Lettering and Typography in current advertising are commonly seen "separately, not relatively," because that is the way they are produced.

Perley, Bertsch & Cooper service is adding to the prestige and profits of a growing list of clients who appreciate the value of relativity in the design and production of *complete* advertisements.

59 EAST VAN BUREN STREET
CHICAGO

COMFORT

The Barometer Farm Family Advertising

is showing mighty interest readings. Gains like these plus the fact that we already have 100% more adv. space ordered for October than we carried last year in October, seem to mean that you will want to order your space right away.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE

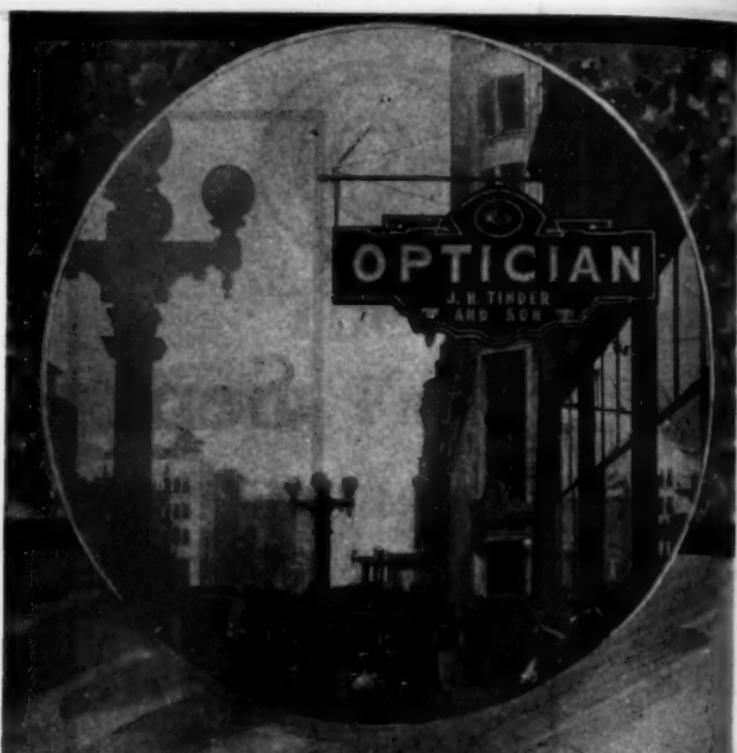
FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

WALTER R. JENKINS, Jr., Representative
New York Office: 1625 Broadway

July
72%
Gain

Aug.
153%
Gain

Sept.
161%
Gain



You Can't Pass This Sign And Not See It—

IT'S the fact that the snow-white letters of an Oplex sign are raised that makes them so commanding. Each character stands out of its dark background like a hand before your face. You cannot miss it.

That is why many large advertisers find it pays to put an Oplex sign above each of their dealers' doors. It ties their national advertising right to the place where the goods can be bought.

Oplex signs are distinctive in design. The snow-white letters stand out in relief from their dark background. This means: daytime display as well as display when the lamps are on and each character shines forth a blaze of light.

Your trademark can be exactly reproduced in Oplex raised white characters. Possibly your package can be shown, too, in its natural shape and color.

Won't you let us send you a sketch showing how that sign will look?

The Flexlume Sign Co., Electrical Advertising
1430-46 Niagara St., Buffalo

Pacific Coast Distributors: Canadian Distributors:
Electric Products Corp. The Flexlume Sign Co., Ltd.
Los Angeles, Cal. Toronto, Can.

Faces That Tell the Whole Story

Studies in Expression as Applied to the Advertiser's Problem—What the Artist Can Do If He Will

By W. L. Larned

TWO little faces peered in at the window, all agleam with pleasurable anticipation. The girl's eyes danced as she spied the bowl of breakfast food; the boy looked as if he might be saying to himself: "Some meal! Lead me to it!"

And that Quaker Oats advertisement had put across its message before a line of copy was read. There was no mistaking the import of the scene. The eye interpreted an optimistic message. These tidbits of whole wheat made a hit with youngsters. They were healthy kids, too, and were obviously thriving on the diet. They could scarcely wait for the breakfast bell to ring. Mother—if you want to serve a popular dish, just make it puffed wheat.

Obviously, the niche of the advertising illustration is first to attract attention, that there may be added incentive to read copy. If, in addition to this, it possesses the power of projecting a story, it becomes thoroughly efficient.

We often wonder if advertisers pay enough attention to the salesmanship of expression. Are they satisfied with mere "picture." One thing is quite positive, in proportion to the volume of advertising illustrations actually used, there are none too many examples of what we might term "inspired designs," where faces light up with the spirit of the occasion.

Faces and expressive faces are two entirely different propositions. An artist may draw a technically correct man or woman, yet miss the vital spark of expression. And how easy it is to fail in this regard. In your next walk down a busy street, watch the faces you pass. One in a hundred—ah, the percentage is far less than that—immediately attracts you by its animation, its life, its vitality, its power of really visualizing the mood of the moment.

We rather think that people in advertisements should be the exceptional people; those with faces that have the faculty of imparting any of the various sentiments or human dramas.

For if we are interested in and attracted by animated faces in real



REGISTERING THE JOY THAT COMES WITH THE PROSPECT OF A GOOD, CLEAN SHAVE

life, the same rule would apply to the artist's conception of them. You often hear the casual reader drop some such remark as "There! That's an attractive face!" or: "I've seen someone look exactly like that!"

In practically all advertisements, the picture, where figures are employed, is the scenario of some human emotion—fear, hate, admiration, satisfaction, anger, reposeful content, happiness, etc. And the face must tell these stories. The successful actors of our stage are those who become adept in expression.

We are not prepared to say that the large majority of advertising illustrations take full advantage of this golden opportunity. Faces pass us in magazine and newspaper review that seem to lack the "spark." They are often non-committal, dull, uninspired.

The artist is partially to blame. Yet he must be sympathized with. There is no more difficult task than to inject into human faces that mysterious something which makes it live—makes it throb with energy—makes it speak out to you

from the printed page. It is a quality that may not be manufactured. The artist himself must feel it, the model must have it in his heart and soul. Something must arouse it, ignite it, set it tingling!



THIS MAN, PICKED OUT OF AN ADVERTISEMENT, IS CLEARLY IRRITATED

The tobacco interests have realized all along the importance of expression, and, to their credit, it must be said, they have not rested content until something like the real thing was achieved. One after another, artists were tried, until the cleverer pens and brushes were discovered.

For many years, Prince Albert has been advertised by rippling vernacular text and very large heads of smokers. The men enjoyed their pipes. That much has always been immediately, unmistakably patent. And, of course, a pipe-lover does literally love his smoke. He revels in it; he gives himself over to the enjoyment of it. It mellows and warms him, from head to foot. We contend that Prince Albert character studies have sounded the gong in their delineation of expression.

But do not suppose that this happened easily. Behind the scenes, a constant struggle has been going on. Not every head the artists painted received official O. K. Somewhere, there is a

dead-wood pile of rejects. Once it was necessary to dig out an Art Students' League honor pupil, who for many years had beat all comers at impromptu oil portraits. This man had the happy faculty of hitching faces up to the battery of real life. His canvases smiled and cried and hated and despaired. And they were invariably painted from living models.

A notable campaign for Owl cigars was made distinctive through the use of photographic studies of real men swapping yarns over their smokes. But these rugged, likable chaps were selected by a wizard, who knew human nature backwards. And if a model failed to pep up to the occasion, someone in the background told him a funny story while the camera clicked.

M. Leone Bracker has long been identified with the illustrations of Velvet Joe and the old veteran's friends. Mr. Bracker is an acknowledged master of the fine art of expression. His people live



CHILDISH HAPPINESS, ALWAYS APPEALING IN ADVERTISING

around you—you see them every day. If they laugh or cry, it's nature on the job. But Bracker takes no chances. He scours the town for types. If he wants to draw a ditch-digger, he doesn't dress a professional model up in rough clothes and have him pose;

—a challenge

Can you imagine national or international existence without the daily newspaper?

Eliminate the newspaper from your world and see how utterly isolated you will be.

National life, international co-operation depends upon community of interest, unity of expression, simultaneous and timely exchange of ideas.

This is the challenge—what other advertising medium is such an absolute *necessity* to the public as the daily newspaper?

What other medium can even approach the daily newspaper in point of influence, of dominating circulation in any territory, of flexibility—covering exactly every territory (and only those) in which an advertiser is interested?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

he goes out and gets a real ditch-digger. It is said of Bracker's drawings that they come as near to living in the flesh as it is possible to portray in black and white and with mechanical mediums of expression.

Occasionally a Velvet Joe illustration is made up of a number of actors, and a little tense play is told. There was the one of the returning soldier, rehearsing his war story under the evening lamp while the family gathers about. Father's face shows quiet pride; the mother is exultant, happy beyond words, hanging on every word. Sister is seeing the whole thing over again, while Velvet Joe is his usual calm, optimistic self. It isn't easy to pass a picture of this description by. There is quite enough in it to hold you and to fire your imagination.

These "plot illustrations" are highly successful when well done. But, in the last analysis, everything depends upon the faces and their expression. Every smoker will smile and catch the point, as he sees the crabbed, irritable, nervous father, turning sharply in his chair, to scowl at Willie, who breezes past, whistling. Dad has been smoking too many strong cigars at the office to-day. He should come over to a mild Girard.

The International Correspondence School designs have been character studies and studies in expression, for the most part. And remarkably shrewd pieces of work they are, too. Jim comes home with news of the raise. His face lights up with infinite pride as he tells Mary . . . and Mary, with hands clasped, looks her happiness. Or again, it may be merely the humiliated, downcast worker, staring out into space, as he realizes that his pay envelope is a shabby thing.

The present Kryptok series is really a string of tiny, human plays, staged by a photographer who knows his business. For here, too, the faces must tell it all. "You don't look old or cross with those glasses, Daddy," says the little daughter, and the "old" man's expression is the equivalent

of a thousand words of text. And that's where fine drawings do their big work. There are some things, some sentiments, some thoughts, that words seem powerless to express.

You have seen in the newspaper the thoroughly alive and animated Orlando High-Sign drawings. They are by Richard Culter. This artist has what we might term a "photographic eye and memory." Everywhere he goes, he makes instantaneous im-



THE WELL-KNOWN "OWL" TYPE OF ENJOYMENT

pressions of the faces and expressions he sees. And he never forgets. When he wants to draw a New Yorker, eyes sparkling, over a cigar, he reaches in that astounding indexed mind of his, and draws out a face. That's why there is such splendid variety to the Orlando drawings. Every expression bubbles over with action.

The shaving soap accounts have been running almost abreast of the tobacco campaigns in the variety and general excellence of their character studies. When you lather a face over and hook on a safety razor, it's a tremendous handicap for the artist, who must register intensive satisfaction.

(Continued on page 61)

THE DAILY OKLAHOMAN, MONDAY, AUGUST 11, 1919.

CORN CROP LARGER THAN IN LAST TWO YEARS COMBINED

State Will Raise Big Yield
in Spite of Deterio-
ration.

50,204,000 WHEAT
CROP IS FORECAST

Oklahoma Crops Worth Quarter-Billion More than in 1918

Oklahoma's chief crops this year will be worth \$493,264,288—nearly a *quarter-billion* more than in 1918, according to U. S. Department of Agriculture estimates of July 8. The corn harvest alone will bring \$100,000,000, to which should be added \$46,104,000 for kaffirs which are used for the same purpose and have greater bushel value. The prosperous Oklahoma farmers are most easily reached through the

Oklahoma Farmer-Stockman

which goes into more than *fifty per cent* of the farm homes in Oklahoma. Let us tell you more about this great Southwest farm market.



OKLAHOMA FARMER - STOCKMAN

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Kansas City

San Francisco

(No. 12—Save this Series)

Joe Miller writes: (Universal Booking Representative)

Under date of August 18:

"Just a word about the wonderful opening we all enjoyed so much on Saturday. Had four showings on "Heads Win," at 2.15, 3.35, 6.30 and 9.30 and closed the show. We distributed 4000 "AMBITIONS," and one of the I. C. S. district men got up on the stage and gave a four-minute talk in which he pointed out the important message of "Heads Win." He made a hit. The manager was simply tickled with the way the public responded and so well pleased with "Heads Win" that we had carte blanche the entire day. All the I. C. S. men are peped up and are helping put this picture over at every showing."



International Correspondence Schools

SCRANTON, PA.

Mr. Harry Levey, Manager.
Industrial Department,
UNIVERSAL FILM MFG. COMPANY,
New York City.

August 21, 1919.

Dear Mr. Levey:

I want to congratulate you on the splendidly successful opening of our New England campaign with our picture "Heads Win!" at Loew's Columbia Theatre in Boston Saturday evening. I have received reports from our Boston Superintendent and several Representatives and all are enthusiastic regarding the arrangements made, the manner in which the picture was featured and advertised by the house, and the reception it was accorded by four capacity audiences. They believe this beginning, followed by the showings in the many other theatres already booked in and around Boston, will give a strong impetus to our business in that section.

The success of the showing at Loew's Columbia demonstrates beyond question that "Heads Win!" ranks with the best features from the exhibitors' and theatre patrons' standpoint and that is what counts.

GLS:MLR

Sincerely,
G. Lyons Sumner
Advertising Manager.

Mr. Sumner and the Manager Concur

(No. 12—Cont'd)

Joe writes again:

Under date of August 23:

"Following up my wire I closed with Loew's Boston Manager to show "HEADS WIN" in the Globe Theatre, centrally located, catering to a higher class than the Columbia. This, in addition to getting a return date from the Columbia, is going to cause an unusual amount of interest in Boston. The Manager told me this is the second picture the Loew Theatres ever had occasion to rebook; the other being the picture "MICKEY"; and we beat the receipts with "HEADS WIN." Another big event is that the State endorsed "HEADS WIN"; they passed this great feature for showing on Sundays, usually the biggest night of the week."

AFFILIATED WITH LOEW'S THEATRES COMPANY OF BOSTON ORNEUM THEATRE GLOBE THEATRE CAPITAL \$6,000,000	Loew's New Columbia Theatre	AFFILIATED WITH LOEW'S THEATRICAL ENTERPRISES CAPITAL \$6,000,000 Operating First Class Variety Theatres in the principal cities in the United States and Canada.
MARCUS LOEW PRESIDENT J. H. BRENNAN BUSINESS MANAGER	M. DOUGLAS FLATTERY MANAGING DIRECTOR	EXECUTIVE OFFICES PUTNAM BUILDING BROADWAY AND 66TH ST., NEW YORK

Mr. Harry Levey,
Mgr. Industrial Dept.,
Universal Film Mfg. Co.,
New York City.

Boston, August 16, 1919.

Dear Sir,-

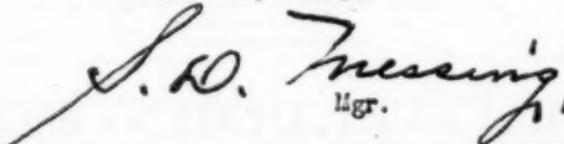
Very glad indeed to inform you that we have shown your wonderful production of "Heads Win" to a packed house this afternoon and your picture was very well received and appreciated by the audience. "Heads Win" has a mighty good punch and ought to mean a great deal to the general public.

Thanking you for the opportunity of showing this picture as the first run in Boston, beg to remain;

Yours very truly,

SDW/H

Mgr.



UNIVERSAL FILM MANUFACTURING COMPANY

Carl Laemmle, President

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway - - - - - New York

From Grave Markers to Ladies' House Dresses

Here's a question we're often asked:

"Have you ever handled the advertising for a line like ours?"

If we say "no"—they think it's a weakness. Yet—what is the fact?

Experts in Direct-Mail Advertising Can Successfully Handle Anything Advertisable

Proving the truth of the heading to this advertisement.

For we have successfully handled direct publicity for both articles—and a hundred and one other lines of business as well.

Correct direct mail advertising is built on principles.

And they probably apply to *your* business.

Anyway—suppose you find out. Use
your letterhead.

BUCKLEY, DEMENT & CO.

First in Direct Advertising

634 SHERMAN STREET, CHICAGO

Phone Har. 849

Shaving is not such a joyous operation, when all is said and done. Yet many of the Williams' heads, with their broad grins and high-lighted eyes, speak their pleasure from the advertising page. This may not please the copy writer, but we scarcely believe that words could tell as much as the animated face. If the story was not read at all, the reader would be certain to receive one lasting impression of a Williams' page that the shaving cream felt mighty good on the face and pleased this one gentleman at least.

And, speaking of shaving, one of the most striking campaigns of the year, has been the Ever-Ready series, where heads of the various Allied soldiers were portrayed. Just heads and hands and the razor, but the expressions of those happy, admiring, enthusiastic faces seemed quite wonderful in their life-like qualities. You knew, at a glance, that the razors had given satisfaction. J. Henry drew these illustrations from carefully selected models.

Beech-Nut Peanut Butter has almost made a trade-mark of grinning, delighted little takers, wildly enthusiastic over the spread-on-the-bread. No placid, mildly animated expression here. The faces break into rivers of pleasure. The peanut butter must taste mighty good to inspire such expressions, we would say. And that's exactly what an advertising illustration should accomplish.

In the same way, Jell-O has used O'Neill paintings in color for a number of seasons; not so much because she drew cunning youngsters, as because of the wholly charming studies of expression. Stumpy little baked apples have been served for dessert, instead of Jell-O, and oh, but the brows pucker and the disappointment comes to the surface. A pudgy finger slides into a wry mouth and—just ask mothers what they think of these drawings!

Every emotion can be told by the artist, if as we say, he is touched by a sort of inspiration when the faces are reached. It has its root in a few simple rudiments of drawing. Eyes and

mouth are the dominant factors. Their facile movements mean so much!

And always, under innumerable exacting circumstances, the need of expression in advertising de-



SUSPICION, ANNOYANCE, ANGER, EVEN TO THE TILT OF HIS CAP

signs is shown. The angry motorist taking to task the disgruntled, sheepish repair man, as he says: "That isn't real Raybestos!" The faces are working for the advertiser. "Tintex never gives your clothes a 'dyed' look." The girl holds up the waist she has just colored, while two friends, show by their faces, that they are amazed and delighted. Bon Ami housewives must be the happiest housewives in the world, if we are to judge by their expressions after they have used the product. When a Colgate kiddie brushes his teeth, it almost makes you want to go and do likewise.

Expression—it's a big word in advertising. It is the magic wand that, waved over the illustration, ignites it and sets the fancy and the imagination to singing.

Falvey With Atlanta Agency

T. E. Falvey, who during several years has been automobile editor of the *Journal*, Atlanta, Ga., has been made vice-president of the George W. Ford Company, advertising agency of Atlanta.

Convention Programme Nearing Completion

Advertising a Servant of Industrial Peace, Is the Substance of Convention Theme

AT the time of going to press the programme of the New Orleans convention of the A. A. C. of W. is being rounded into final shape. The themes of the general sessions and of the department meetings will centre upon the big questions of improved relations between labor and capital, increased production, how advertising can be used to create a better understanding between employee and employer, and similar related topics.

The department programmes that have been completed are as follows:

DAILY NEWSPAPER DEPARTMENT

"Necessity for a Greater Standardization of Newspaper Advertising," Jason Rogers, publisher *New York Globe*; "Selling the Local Representative for Nationally Advertised Goods on the Use of the Newspapers in His District," Frank D. Webb, advertising manager *Baltimore News*; "Proper Advertising Rates," James W. Brown, publisher, *Editor and Publisher*; "The Relation of the Advertising Agency to the Newspaper and Advertiser," James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; "Building Steady Business," Fred Millis, assistant advertising manager, *Indianapolis News*; "Value of Trading Stamps," William Woodhead, former president of the A. A. C. of W., now director of advertising publicity for the Sperry & Hutchinson Company; "Automobile Show Under the Auspices of a Newspaper," A. B. Weitz, advertising manager, Tulsa, Okla., *Democrat and Morning Times*; "Converting National Advertisers to the Use of Daily Newspapers," Herman Phillipson, *Dallas Times-Herald*; "Build-a-Home Campaign," A. L. Shuman, *Fort Worth Star-Telegram*; "Making Special Editions Popular and Profitable," A. A. Brentaino, Evansville, Ind., *Courier*.

DIRECT MAIL ADVERTISING ASSOCIATION

Chairman, Homer J. Buckley.

"The House Organ, Bulletin or Other Direct Advertising as a Means of Developing Co-operation Between Employee and Employer," Robert E. Ramsey, editor, *Advertising and Selling*, New York; "A Better Understanding of the Followup Needed by Many National Advertisers," E. G. Weir, Dowagiac, Michigan; "Should Advertisers

Charge for Dealer Helps," E. S. Dicens, advertising manager, O'Brien Vanish Co., South Bend, Ind.; "Direct Mail Methods for Stimulating a Sales Force," E. Lyell Gunts, Green, Luce & Co., Baltimore, Md.; "The Possibilities for the Retailer in Direct Mail Advertising," B. E. Hill, Gray & Dudley, Nashville, Tenn.; "The Crying Need for Better Business Letters," Charles Henry Mackintosh, La Salle Extension University, Chicago; "Direct Mail Advertising in the Financial Field—The Coming of Human Interest Copy," W. Frank McClure, Fort Dearborn National Bank, Chicago; "Things to Know About Direct Mail Advertising in Connection With Export Trade," Norman Drescher, Valentine & Co., New York.

FINANCIAL ADVERTISERS' ASSOCIATION

President, W. R. Morehouse, Guaranty Trust & Savings Bank, Los Angeles, Calif.

"Adam and Eve in the Garden of Advertising," Mrs. Eleanor Gerro, advertising manager, Los Angeles Trust & Savings Bank, Los Angeles, Calif.; "The Human Nature Element," F. D. Conner, manager publicity department, Illinois Trust & Savings Bank, Chicago, Ill.; "Developing a Trust Department of a National Bank," Virgil M. Harris, trust officer, National Bank of Commerce, St. Louis, Mo.; "Standardizing an Advertising Campaign," F. W. Gehle, manager, Advertising and New Business, Mechanics & Metals National Bank, New York; "Making Them See It," W. A. Schulte, advertising manager, The Cleveland Trust Company, Cleveland, Ohio; "Outdoor Advertising," Round Table Discussion, John Ring, Jr., manager, Publicity Department, Mercantile Trust Company, St. Louis, Mo., presiding; "Blazing a Foreign Trail," A. D. Welton, Continental & Commercial National Bank, Chicago, Ill.; "Wanted: An Old Business Department," Harvey A. Blodgett, president, Harvey Blodgett Company, St. Paul, Minn.; "Direct Advertising," Edward A. Kendrick, president, Redfield-Kendrick-Odell Co., New York; "Farm Loans," J. C. Conway, secretary, Southern Trust Company, Little Rock, Arkansas; "Gingering Up the Savings Department," D. McEachern, secretary, The Huron and Erie Mortgage Corporation, London, Ontario; "Selling Bonds," John M. McMillan, assistant manager, Bond Department, Henry L. Doherty & Company, New York; "Establishing a New Business Department in a Small Town Bank," H. B. Grimm, manager, New Business Department, St. Joseph Valley Bank, Elkhart, Indiana; "What of To-morrow? Looking Forward into



BELOVE me, these country kids can swim. While I was visiting Gramp they had an Old Home Day over at Lake Buel, with band, ball game, water sports, and a hayride, going and coming.

Gramp had been talking a little bit down at the store about me being a swimming expert. Said he wasn't a betting man, but he'd lay a cookie that I could make a trailer out of that boy of Perkinses.

Gramp wasn't figuring on me being a tide-water spaniel, and those fresh water kids made me look feeble, you bet.

Gramma scolded Gramp and said he hadn't ought to put William in such a false position. Gramp was pretty crest-fallen at the guying he got, all right.

But those kids are good sports all right, and we had a

heap of fun, riding home on the hayload. They knew all about Mark Tidd and I found they all read *The American Boy*, too. We all bet that Catty Atkins will be as good as Mark Tidd, too, and we're keen to see how it turns out.

Billy Byer.

(Continued in *Printers' Ink*—September 4)

THE **AMERICAN BOY**

"The Biggest, Brightest, Best Magazine for Boys in All the World"

The fraternity of boyhood is the field of *The American Boy*. The distribution of its 500,000 enthusiastic readers is nation wide. If you have ever heard boys discussing reading (remember your own boyish literary sessions!) you know how seriously they take what they read. It is this power to hold and absorb that makes this great close-knit circle of *American Boy* readers a profitable market for the advertiser in its pages.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices:

236 Fifth Ave., New York

1418 Lytton Bldg., Chicago



Bank Advertising," Edwin Bird Wilson, president, Edwin Bird Wilson, Inc., New York; "Analysis of Territory," Round Table Discussion, Guy W. Cooke, manager, Department of Advertising and New Business, First National Bank, Chicago, Ill., presiding; "How Financial Publishers Can Give Advertisers Maximum Service," Clifford De Puy, publisher, Northwestern Banker, Des Moines, Iowa; "Legitimate Publicity," J. I. Clark, manager, Service Department, National Bank of Commerce, New York; "Advertising Service to Correspondent Banks," W. Frank McClure, manager, Publicity Department, Fort Dearborn National Bank, Chicago, Ill.; "Preparation of Newspaper and Other Copy," George E. Lees, president, The Lees Company, Cleveland, Ohio; "The Advertisement and the Service Behind It," W. W. Douglas, assistant secretary, Bank of Italy, San Francisco, Calif.; "House Organs," W. H. Marsh, general advertising manager, Burroughs Adding Machine Company, Detroit, Michigan.

SCREEN ADVERTISERS' ASSOCIATION

Chairman, Harry Levey, manager industrial and educational departments, Universal Film Manufacturing Co., New York. Moving pictures based on the topic: "How Advertising Men Can Help Bring Capital and Labor Closer Together and How to Help Increase Production in Order to Bring Down the Cost of Living and, at the Same Time Add to Workers' Earnings." After the convention this picture will begin a tour of the world and will be shown at all the advertising clubs affiliated with the international organization.

COMMUNITY ADVERTISING DEPARTMENT

Chairman, Charles F. Hatfield; president, Hon. Charles F. Higham, London, England, vice-president, Associated Advertising Clubs of the World and Member of Parliament.

"How the Indiana Chamber of Commerce has Advertised Its State," A. W. McKeand, director extension, Indiana State of Commerce, Indianapolis; "Conventions as a Community Builder," R. L. Webb, secretary, San Francisco Convention and Tourists' League; "Merchandising Methods as Applied to City Building," Walter B. Weisenburger, secretary, Publicity Bureau, St. Louis Chamber of Commerce; "How the Mayor's \$100,000 Campaign is Advertising New Orleans," Thomas J. Hill, manager, Convention, Tourist and Publicity Bureau, New Orleans Association of Commerce; "How Omaha Advertisers," Arthur Thomas, manager, Bureau of Publicity, Omaha Chamber of Commerce; "How Tourists Have Advertised Denver," Harry N. Burhans, executive secretary, Denver Tourist and Publicity Bureau; "How a Municipal Auditorium Helps Advertise a City," Frank Cleveland, convention secretary, Milwaukee Chamber of Commerce; "A Basket of Chips," G. R. Lowe, Neosho, Mo., Advertising Club; "Building Canada's Prairie Capital," J. M. Davidson, Winnipeg Board of Trade.

From a Walking to an Air Salesman

The first salesman of overalls traveling in an airplane to reach his customers was Roland Bassett, of Sweet Orr & Co., Inc., New York.

This unusual trip, made on August 20, began at New York City and after stops along the Hudson River, ended at Poughkeepsie, N. Y. The first stop was at Yonkers, where a sale was made, and a reception was accorded the airplane salesman.

The airplane call of this salesman of the Sweet-Orr Company shows a deep contrast between the methods of the modern salesman and the methods of the old time salesman as exemplified in a story of the founder of the company.

James Orr, the founder of Sweet-Orr & Co., made a dozen overalls in Wappinger Falls, N. Y., and walked the railroad tracks in that territory until he had disposed of his first lot. And through the connections thus established with the merchants in that territory the foundation of the present business was made.

E. M. Wilkins, of New York Times, Is Dead

Ezra M. Wilkins, for the last five years connected with the advertising department of the *New York Times*, the last three years as assistant advertising manager, died on August 23.

Before coming to New York Mr. Wilkins was for thirty-two years with the business department of the Springfield, Mass., *Republican*, becoming its advertising manager.

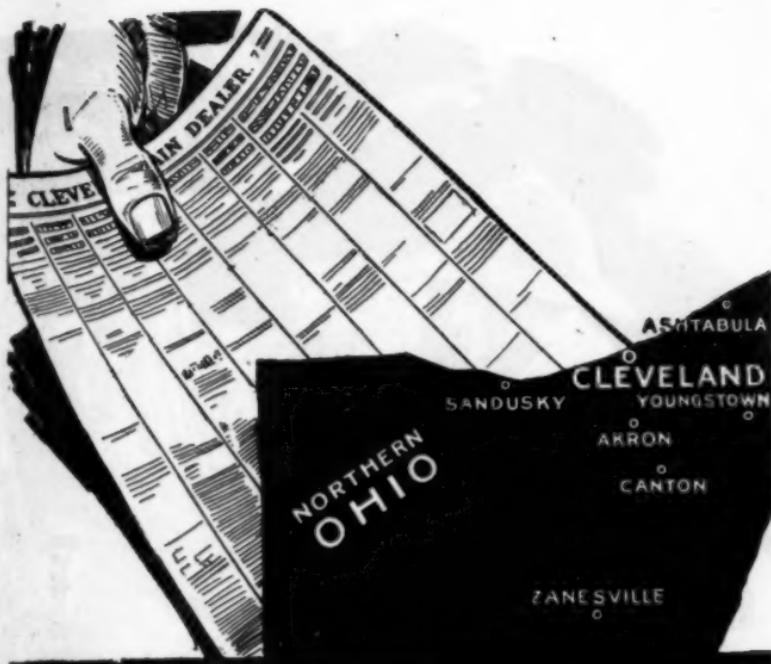
Mr. Wilkins resigned from the *Republican* in 1912, and went to New York with the *Pharmaceutical Era*, and the *Soda Fountain*, published by D. O. Haynes & Co., New York.

Bradford Joins McGraw-Hill Co.

Ernest S. Bradford, who was in charge of the commercial research work of the mechanical goods division of the United States Rubber Company, New York, before he went into the service of the Emergency Fleet Corporation, is now in charge of the business research bureau of the McGraw-Hill Company, Inc., New York.

Beall With Automotive Corporation

A. L. Beall, who has been sales manager of the New England and Western New York territory for The Prest-O-Lite Co., Inc., New York, is now in charge of sales and advertising for the Automotive Electric Service Corporation, New York.



Scoop This Business

More people and more money are concentrated in Cleveland and Northern Ohio than in any other equal area between New York and Chicago.

This rich, industrial, metropolitan community can be reached with a minimum of effort and expense. You can scoop its business with the **PLAIN DEALER** alone.

No other newspaper adequately covers this vast territory. No other is needed to introduce your product here.

Seventy-seven years of **PLAIN DEALER** prestige and knowledge of this field becomes yours when you seek this waiting market through the **PLAIN DEALER**.

*Write our Merchandising Service Department
for facts, figures and records of results.*

The Plain Dealer

Largest Morning and Sunday Circulation Between New York and Chicago

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York

Western Representative
JOHN GLASS
Gas Building, Chicago



The
ETHRIDGE *As*

J. C. Leyendecker
- 19 -

New York Studios: 25 East 26th Street



One superior illustration, mingling Idea with Craftsmanship, often lands an account and keeps it landed.

Art's mission is creating atmosphere for the product. And the shades of difference in quality are as numerous as in the rug shops of the Orient. Our organization finds the idea, the artist and the Technique.

GE Association of Artists

Chicago Studios: 140 North Dearborn Street

Irving Iron Works Company

PRESIDENT'S OFFICE

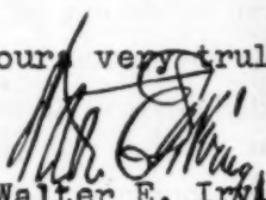
L.I. City - City of New York.

Gentlemen:

Replying to your favor of the 16th instant, I see no objection to telling you that in quite a number of offices, (enough anyway to influence me), particularly in the Middle and Far West, I found no trade paper but the Iron Trade Review.

I like to be able to point to some advertising of ours in some current issue in any prospects' offices, which is the reason I instructed our representative to take out the half page advertising with you to which you refer.

Yours very truly,


Walter E. Irving.

WEI.EMW

The Iron Trade Review.

July Twenty-Second, Nineteen-Nineteen.

The Direct Campaign an Aid to Aspiring Playwrights

Special Delivery Letter Brings Quick Acceptance from New York Producer

PEOPLE who have tried to sell plays—and nearly everybody has tried it—claim that selling a play is about the most difficult job in the world. To endeavor to sell a play by mail is generally considered a hopeless undertaking. Playwrights explain that the producing managers never pay any attention to the plays they get in the mails. Such offerings may be read by office boys or by others who know nothing about technical construction or dramatic values or the development of comedy, but they never reach the men who are to decide with reference to the possibilities of production.

That is the generally accepted theory and, in a general way, it is correct. Nevertheless, it is possible to sell a play by mail, a fact that was proved not long ago by Ralph E. Dyar, of Spokane. In addition to his work as a member of a Spokane newspaper, Mr. Dyar has for several years been writing sales letters, and it was his success in this line, no doubt, that prompted him to try to sell a play by mail. Instead of finishing his play and then sending it to a producer—the usual way in which aspiring play writers proceed—Dyar sat down and wrote a sales letter to A. H. Woods, a New York producer. More than that, he put a special delivery stamp on his letter, assuming that by so doing his message would be likely to reach the man for whom it was intended. Clerks are not in the habit of opening and tossing aside letters that come by special delivery.

The sales letter that Dyar wrote was received by Woods personally, and he telegraphed that he was anxious to see the play. That, too, was unusual, so the letter must have been convincing.

Let us see what kind of a sales letter is required to arouse the in-

terest of a producer whose office is always cluttered up with plays that he never intends to read. It must be remembered that Dyar had never before sold a play, that he was unknown to the New York manager, and that no influence aside from his letter had been brought to bear in the case. For these reasons the letter may be worth printing in full. Observe that the writer wastes no words in getting at the proposition he has to submit:

"I think I have hit upon a decidedly novel idea in dramatic construction. In the belief that you will be willing to consider its possibilities, I am outlining the idea below.

"In the plays that are built backward, like 'On Trial,' certain characters are brought on to tell a story or present evidence; then, instead of merely listening to them talk, the hand of time is turned back and the scene which the character described is acted out before our eyes.

"Now, suppose that in one of these backward-built plays a woman who has important testimony to give regarding a murder is totally deaf. Suppose, further, that another character is a man who is stone blind.

"How can we turn back the hand of time and act out the testimony of a deaf woman and a blind man? It is, of course, simple enough, though no one has ever thought of doing it.

"In the case of the deaf character we will present the scene just as it appeared to her. There will be action, but not sound. Lips will move in speech, but no voice will be heard. It will be like a passage from a movie with actors in the flesh instead of their pictures. It will seem to the audience as if they, too, had temporarily lost their hearing.

"Then in the case of the blind man's testimony, the scene will be played as it appeared to him, i. e., in the dark. The audience will overhear (as the blind man did) a conversation bearing on the crime to be solved, but will see absolutely nothing. It will be the same as if the auditors, too, for the duration of this scene, had been stricken blind.

"This idea I have developed into a three-act melodrama. A short synopsis of this is inclosed.

"An added novelty is that the scene of the deaf woman's testimony, first enacted without sounds or voices, is played over again from the standpoint of another character who heard what was said, and this supplies one of the necessary links in solving the mystery of the murder.

"I am giving you the first chance at this play and idea, Mr. Woods, because of your reputation for giving quick decisions. That is obviously very desirable when one has a novelty to market.

"In case my idea strikes you as being a good one, let me know, and the play—which is just being finished—will be sent you immediately, the understanding being that an early reading will be given it. If you don't care for the idea I will appreciate a prompt reply to that effect."

It will, perhaps, be said that there is nothing remarkable or peculiar about this sales letter. It describes the thing that is offered for sale and recommends it—but that is common in sales letters. Still, one is aware of the note of enthusiasm here, and back of that is the fact that the letter brought the desired result. The play, "A Voice in the Dark," was bought by Woods and produced, its acceptance being acknowledged by telegraph.

There is a possibility that the ten-cent special delivery stamp was the chief cause of the playwright's success in developing the manager's interest. A manufacturer who is doing a small business in an Eastern city said, a few days ago:

"I have found a sure way in

which to reach people when I want to interest them in my product. Formerly I sent out circulars. They produced few results. Then I mailed form letters. They were a little better than the circulars. Now I am sending out letters on which I put special delivery stamps, and I don't believe I fail once out of a hundred times to get a reply. Some people may think that is an expensive way of getting at possible customers, but I don't believe it is. If a man has an article that is worth selling by personal solicitation, it surely is worth a ten-cent stamp to get the chance to explain its merits."

However that may be, selling a play by mail must be regarded as a remarkable achievement. Napoleon sold a third of a continent by mail, but he was selling at a sacrifice and to people who were more eager than theatrical managers are to buy. If he had been trying to sell the ice concession at the South Pole or a play by an unknown playwright, he might have needed a special delivery stamp to make sure that his offer would have proper attention.

The Monthly Will Round Out the Weekly

JOSEPH RICHARDS COMPANY, INC.,
NEW YORK, N. Y.

Editor of PRINTERS' INK:

I think most of our people are pretty well satisfied with PRINTERS' INK. When I told Mr. Romer on the train the other day how pleased I was with the idea of your monthly publication, I really felt as though you had done the one thing for which I had pleaded, although on a different basis, for many years; namely, that you should give advertising as it is done, a chance to reproduce itself in sufficient size to do itself justice. And now that you are going to do that I have no kick coming.

J. A. RICHARDS.

British House Speeds Catalogue Delivery

The importance of the catalogue in mail-order trade is illustrated by advertisements, appearing in Canadian newspapers, of John Noble, Ltd., Manchester, England.

The possibilities that a long period of time may retard the interest of the prospective customer is minimized; for, the announcement is made in these advertisements that the catalogue awaits anyone who may want it, at Toronto.

Foreign Trade Connections Should Be Made Now

Foreign markets right now are peculiarly susceptible to new connections. Even long-established lines have been out of the market, well-known trade names have disappeared, and commerce in general has been so at a standstill that the aggressive advertiser who presents his wares now is sure of a receptive, impressionable audience.

We have a plan that will advertise your goods all over the foreign world in five separate languages, at a cost of only \$200 per year. If you would like particulars, address

EXPORT DEPARTMENT

New York Commercial

38 Park Row

New York City

RUSSELL R. WHITMAN
Publisher



Persistent Effort to Standardize Mail Matter

Postoffice Department Frowns on Unusual Sizes and Forms

THE Postoffice Department has renewed its efforts to bring about a kind of standardization in mail forms. A. M. Dockery, the Third Assistant Postmaster General, has let it be known that the Department does not welcome envelopes, cards and folders of unusual size or form and that stationery in certain colors is likewise not favored. At the same time a warning is issued against what is called "excessive" printing on the address side of such matter.

Direct-by-mail advertisers are protesting. They contend that these proposals will lead eventually to a dead level of monotony in printed appeals and that the Department is running the risk of ironing all individuality out of mailing forms.

The Department has the regulations to point to in the one case, but in the other it is apparently relying on moral suasion.

Paragraph 3 Section 470 of the Postal Laws and Regulations provides that on the address side of all mail matter space must be left sufficient for a legible address and for all directions permissible thereon; also for postage stamps, postmarking, etc. The Department has ruled that for the purposes mentioned not less than $3\frac{1}{2}$ inches of clear space should be left at the right end of the address side of all envelopes, folders, wrappers, etc.

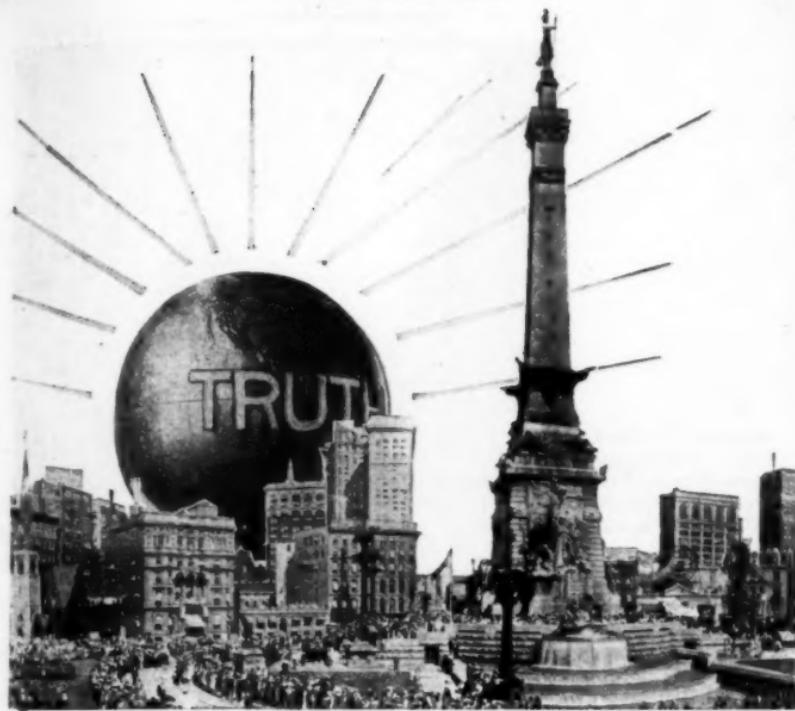
As to the dimensions of cards, folders, etc., the Department officials have arrived at the conclusion that dimensions of four by nine inches should represent the maximum allowable. In this respect there are no specifications in the statutes. The opinion simply represents the judgment of executives charged with the classification and handling of the mails.

It is a recommendation rather than an order also in the case of what some advertisers regard as the most drastic feature of the entire current campaign on the part of the Postoffice Department—the apparent effort to banish all dark-colored stationery and printed matter and confine mailable matter to coverings of white or very light tints of pink, yellow or manila.

There is no effort, however, even in this renewed drive, to exert compulsion on mail users. Individual postmasters here and there, to whom is left the missionary work in the field, may in ignorance or zeal express the wishes of the Department in the terms of an order rather than a request, but the intention at Washington is to appeal to advertisers for voluntary co-operation.

The contention at the Postoffice Department is that an attempt to produce printed matter of distinctive appearance or to make the exterior of the mail form do over-heavy duty as an advertising medium is liable to defeat its own purpose by delaying the distribution and retarding the transmission of the mail. It is asserted that just as envelopes and cards of unusual size will not fit into the separating cases and will not pass through the cancelling machines, necessitating postponement of dispatch in order to permit of hand cancelling, so dark-colored stationery and superabundance of printed "riders" confuse distributing clerks.

So the Third Assistant has made a new appeal to postmasters throughout the country to induce advertisers to "co-operate" with the postal service by using envelopes, cards and folders that "may be handled with ease and expedition."



Bring the Annual Convention of the A.A.C. of W. to ⁱⁿ the Truth Trophy City 1920.

THE Advertising Club of Indianapolis, with the hearty co-operation of Indianapolis Business, extends a cordial invitation to the Associated Advertising Clubs of the World to bring the annual convention in 1920 to the Truth Trophy City.

Twice has the Truth Trophy been awarded Indianapolis. The merchants of Indianapolis proudly display this emblem and back its principles in their merchandising and advertising. Probably nowhere else in the country does the "better business" movement enjoy such support as in Indianapolis.

Come to Indianapolis in 1920

THE INDIANAPOLIS NEWS

Largest Evening Three-Cent Circulation in America

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building



A street in Valparaiso, Chile. Our trade with Latin-America has increased \$900,000,000 in four years.

A foreign market accustomed to American methods

IN 1917, Chile imported \$130,000,000 worth of goods—42% from manufacturers and merchants in this country. In the same year Chilean exports amounted to \$260,000,000—49% to the United States.

Had you thought of Chile as a market for your product?

Chile has 5,000,000 people—one city of 400,000, another of 200,000, 13 cities of more than 20,000 population.

American manufacturers are already in a strong position there. There is no problem of breaking the ice.

Latin-America as a whole has 85,000,000 people. Those 85,000,000 need the products of American factories. Textiles, drug products, soaps, groceries, automobiles, phonographs, agricultural machinery, building materials—everything for which there is a demand in this country is required by South American standards of living.

What the exporter must know

"How can I take full advantage of this tremendous market?" asks the manufacturer. "How can I create a *consumer demand* for my product *there* as I do *here*?" Is my product adapted to Latin-American conditions? Is the package right? What are



5,000,000 people
2 cities of over 200,000
13 cities of over 20,000

the prevailing prices? Who are the leading wholesalers? How many retailers are there in my line? What are the best advertising media?"

The Caldwell-Burnet Corporation has this information, not only for Chile, but for all Latin-America. Our knowledge of markets and the facilities for entering them are available to North American advertising agencies and their clients.

In addition, the Caldwell-Burnett Corporation is the special representative of over 300 leading Latin-American publications, car card, and posting companies. This means that it is now possible to deal with these publishers and other media owners *right here in the United States*. We are prepared to place, bill, and check advertising to reach consumers and dealers in all parts of this tremendous field.

Cooperating with the advertising agency

The Caldwell-Burnet Corporation works *with* the advertising agency. The same methods used in this country, for transacting business between manufacturer, agency and publisher, are used by the Caldwell-Burnet Corporation for Latin-America.

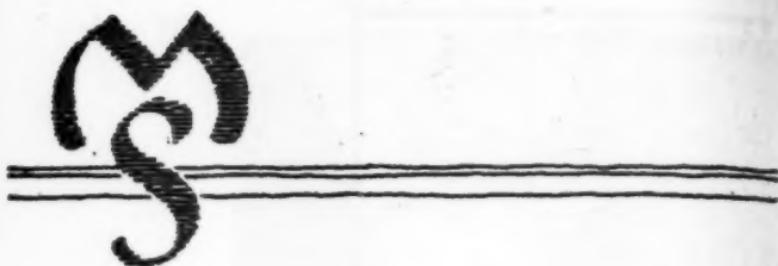
For further information communicate with

CALDWELL-BURNET CORPORATION

Representatives in the United States of Foreign Media

112 West 42nd Street, New York City

Telephone Bryant 3320



One spot on every page reaches out for the attention of the reader.

The development of this focal point is coincident with the development of the reader's interest. Once this interest is gained his mind is open to your message. There is more than art in Meinzinger Service. There is that element which raises it above mediocrity.

Meinzinger

S T U D I O S

DETROIT. Windsor, Ont.

When You Hire Your Trade Character—Hire Him for Keeps

Just as Important to Make the Right Choice as in Selecting Salesmen—
A "Loafer" or "Joker" Character Is a Liability

By R. Bigelow Lockwood

WHEN an advertiser turns a trade character loose in his advertising he places another salesman on his payroll. To make this salesman earn his money is a problem which deserves careful consideration. A flesh and blood two-legged salesman is held accountable for results, and whether he is retained or dropped depends upon his record as a business getter. The trade character salesman should be judged on the same basis and if his selling or inquiry producing ability fail to measure up to the mark he should be called to the carpet and dropped.

It is due to a lack of appreciation regarding this point that, taken as a class, trade characters may be called the shooting stars in the universe of advertising. Bursting into brilliancy they flash their cycle in the advertising pages of our trade, technical and general magazines, vanishing with all too great frequency into the nothingness from whence they came. The purpose of this article, then, is to attempt to determine two things: How to prevent this high mortality rate among trade characters which nips off so many in their prime, and how to make the trade character stick and earn his money. And for our examples we will disclose the facts which prevail in the field of technical advertising, because it is here that the trade character runs rampant, elbows for room, often makes the biggest successes and falls by the wayside in the longest furrows.

If frankness is a virtue, then let us be virtuous to the nth degree in getting at this question and mince no words in the telling.

The high mortality among trade characters can be pinned down in almost every case to the careless freedom with which copy writers

call them into being and to the misdirected idea of cleverness which feeds in the minds of company presidents and boards of directors.

Looking at it from the angle of the copy writer, trade character copy is easy to write and interesting to handle. Far too often the trade character is merely the crutch fashioned by the copy man to get him over the rough places and hence is adopted without due deliberation as to its actual need in the campaign. It is something which is easy to fall back on; a stunt which usually can be counted upon to get across well with advertisers and which "is good for a series."

Viewing the subject from the standpoint of the advertiser himself, the trade character is launched upon his uncertain career in the blissful belief that the field is waiting with open arms to welcome the latest recruit to the parade. Many an otherwise level-headed company executive, who picks his real salesmen with the greatest care, pieces together a grotesque figure whose body is a boiler, legs made of pipe lengths, arms of broom handles, head of a lunch pail, hat of a split ham sandwich, and sends this monstrosity on the route of advertising publicity to represent his company and its product. And three months later, when Bill Boiler, or whatever the thing's name is, turns and bites him, this same executive assumes a pained expression of hurt surprise.

To prevent the upward curve in the trade-character mortality chart, it is chiefly necessary for those responsible for the birth of trade characters first to be sure that their use is advisable, and if so to select the type character

with the care used when an addition is made to the actual sales force. This calls for a clear conception of exactly what the character is expected to accomplish, its relation to the product advertised and whether it will "wear well" in the field.

When Perolin Goes In, Scale Goes Out



JUST as two objects cannot occupy the same space, at the same time, just so *Perolin—Boiler Metal Treatment*—and scale cannot exist in the same tube. That's why scale gets out!

Perolin is a universal boiler scale re-

mover and preventive; it operates regardless of the water conditions.

It is a mechanical, not a chemical, treatment.

It treats the metal, not the water.

It is a blue, viscous, mineral liquid of remarkable physical properties.

Send for our booklet and learn about *Perolin's* enormous coefficient of expansion, colloidal action and film production.

to the rhythm of nursery rhymes of which Mother Goose herself would be ashamed.

Why, in the name of sour little green apples, must a tubular boiler manufacturer be represented by a cast-iron-bodied dwarf who dances to the tune of—

Put Jim Boiler in your engine-room
And w a t c h him chase
away the gloom—
His Joints are tight, they
will not rust,
If you don't get him to-
day, to-morrow you
must.

Picture if you will what would happen to a boiler salesman who tried to spring this sprightly little ditty on a busy prospect loaded with the cares of his plant.

In the technical field it is the crop of new grotesque characters that fall the hardest, and right here lies an important point. To be really successful, a grotesque trade character must acquire success with age. There are numerous such characters which are secure because they have been before the public so long that they are established almost as trade-marks of identification.

Generally speaking,

the place for the grotesque character is more among food products and articles consumed by children rather than in the technical field. The Michelin-tire figure has earned an honorable position through long association, but this does not signify that an auto-body manufacturer would leap into fame through the introduction of a new freak character.

There are, of course, times when the grotesque character has a legitimate reason for its existence, and when its use is an evidence of good advertising judgment.

Such a case is shown by the

The Perolin Company of America

Chicago

Toronto

London

New York

A GROTESQUE CHARACTER WHO STEPS OUT OF THE TRADE-MARK AND DOES "STUNTS" SIMILAR TO THE PRODUCT HE REPRESENTS

In general, trade characters may be divided into three classifications. The grotesque. The typical. The irrelevant.

Regarding the first, one has only to look through the pages of the trade and technical press to encounter the motley masquerade of stove-piped, gear-faced, spindle-legged beings; the inhabitants of a little world of their own in which they sing, dance and make merry chiefly to their own amusement. And the general advertising is not free from these little beggars who jangle their pipe-jointed legs and jerk their ball-jointed necks

Just One Example of DETROIT NEWS VALUE

THE enthusiastic letter reprinted here is just an example of the many spontaneous tributes given the Detroit News for its effectiveness as an advertising medium. Read this letter. It contains valuable information concerning the wonderful opportunity offered advertisers in the prosperous Detroit field through the complete and exclusive coverage of The Detroit News.

Put the power of concentrated circulation behind your Detroit advertising. In Detroit The News circulation is practically 100% greater than its nearest week-day competitor and on Sundays 50% greater than its only Sunday competitor. Its circulation, daily and Sunday is the largest in Michigan and is constantly increasing. Scrutinize your A. B. C. statements of Detroit papers and note the supremacy of The News.

CHARLES E. AUSTIN
SALES CORPORATION

BOOK BUILDING
DETROIT

August 4, 1919.

The DETROIT NEWS,
Detroit, Mich.

Attention Mr. Moore.

Gentlemen:

It may interest you to know that the advertising which we started in your paper on Dethol was so productive of sales as to cause the quickest "sell-out" of any product we have ever known of in the history of our business.

Three days after the first advertisement, dealers' stocks which totaled 1800 dozen cans were entirely depleted. Over two hundred people stormed our offices and were lined up in the corridors of the building, waiting to secure Dethol. Wholesale and retail dealers called us on the telephone and begged for Dethol.

Just as soon as we can secure adequate surplus stocks of Dethol, the advertising will again commence, which we expect will be this week.

So enthusiastic have we become over the terrific volume obtained from advertising in the News, that we feel merchandisers from the entire United States should indeed be congratulated on having such a splendid medium as the Detroit News offered to them.

Yours very truly,

CHAS. E. AUSTIN SALES CORPORATION.
By CHAS. E. AUSTIN.

The Detroit News

The Advertiser's Exceptional Opportunity

First In America In Paid Advertising

New York Representative
I. A. KLEIN
Metropolitan Tower

Chicago Representative
JOHN GLASS
Peoples Gas Building

Perolin Kid. This little mannikin is a good salesman in the technical papers for the Perolin Company of America and is being kept on the payroll because he is making good. The story is interesting and offers a good example of when, how and why a trade character should be chosen.

Incorporated in the Perolin company's trade-mark is the little figure of the Dutch boy, and in planning the advertising campaign some years ago it was decided to bring this boy to life, make him step out of the trademark and demonstrate the action of Perolin, a boiler scale remover and preventive. In consequence, each advertisement shows the animated Perolin Kid doing a different stunt such as kicking out scale, diving head first into cracks, humping his back against scale formation and pressing against the boiler plate with his feet to pry off scale and in other ways demonstrating how the scale remover acts. There are thus real reasons for his continued appearance and in each piece of copy his antics are a material help in explaining the action of the product he stands for.

Passing along to the typical trade character, we find here a type which best fits the needs of the technical field—or most any other field for that matter.

In a previous article in PRINTERS' INK on the subject of getting a masculine slant into technical advertising, the writer brought out the point that trade characters were a valuable aid in securing this desired result because the copy writer could talk to readers in the language of the field.

The coined term, typical trade character, simply means one which is taken from life to play an actual character part, directly from the shop, mine, work bench, construction job or round house. Such characters usually ring true because they stand for a type.

"That's a Good One"



"An old customer had a bad breaker, and a series of men were killed. He hot the a box of signs I wouldn't dare to show in 40 hours. He got them in time."

"What you want in a like establishment, order Gears. Philadelphia cut. You will get quality gears, perfectly cut, and get them in a hurry."

"Quality, economy and quick delivery is our motto. And that's enough to satisfy any poor voter."

"All the standard sizes are kept in stock."

"Did you ever get my book on gears?"

Phillie Gear

Philadelphia  GEAR Works Philadelphia
1120-1128 Vine St.

"PHILLIE GEAR" IS REALLY PRESIDENT OF THE
PHILADELPHIA GEAR WORKS

In this category might be mentioned many who have won their place in the technical field and are familiar to technical readers. For example, there is Bill Muldoon, a typical roughneck steam-shovel-runner, who tells contractors about some of the problems of steam shoveling, and incidentally Erie shovels, in the bristling language of the steam shovel camp. There is Old Man Prejudice, who tells power plant engineers how and why he overcame his prejudice against belt dressings. These trade

(Continued on page 85)

Where Oil Is a Settled Industry

WITHOUT the feverish excitement and wild speculation often associated with oil development, the Gulf Coastal oil fields—of which Houston is the center—produce more than 70,000 barrels of oil a day, \$2,000,000 worth a month. Every great oil company maintains an extensive organization in Houston. They have established refineries throughout this section to take care of this liquid wealth.

Yet oil is only one of the many basic industries of the Houston Chronicle territory.

THE HOUSTON CHRONICLE

leads in this field by more than 11,000 readers. Its circulation of 55,000 is backed by a distributor and retailer influence that means success in sales campaigns.

It is because of this that the Chronicle carries nearly twice as much national advertising as the second paper in this territory.

Successful schedules include the Chronicle.

Ask the Bureau of Research and Business Promotion of the Chronicle about the market for your product.

THE HOUSTON CHRONICLE

M. E. FOSTER
President

J. E. McCOMB, Jr.
Manager National Advertising

HOUSTON

JOHN M. BRANHAM COMPANY, Representatives
Mallers Bldg., Chicago
Candler Bldg., Atlanta

Kresge Bldg., Detroit
Chemical Bldg., St. Louis
Brunswick Bldg., New York

Advertising as an Investment

An Enduring Asset—The Soundest Form of Good-Will, Based on Millions of Preferences

A Lord & Thomas Discussion



BONDS OF LARGE ADVERTISERS ATTRACT ATTENTION OF INVESTORS

THE bonds and short term notes of large advertisers are especially attractive to many investors. Among our current offerings are those of the following organizations whose names, products, and good-will have become widely familiar through prolonged advertising:

	Yielding about %
Morris & Co. 4 $\frac{1}{2}$ s.	5 55
Swift & Co. 6s.	5 80
American Tel & Tel Co. Serial 6s.	5 95
American Tobacco Co. Serial 7s.	5 95
Graton & Knight Mfg Co. Serial 7s.	6 00
Procter & Gamble Co. Serial 7s.	5 70
Liggett & Myers Tobacco Co. 6s.	5 75

We offer and recommend these thoroughly investigated securities to investigators

Send for Offering Sheet T.A.233

The National City Company

Main Office—National City Bank Bldg

Reproduced from "The Annalist," of New York City, July 14, 1919

The above advertisement, issued by a subsidiary of the largest bank in America, suggests the great asset which results from right advertising.

The good-will alone, based on millions of preferences, is often worth more than the advertising costs. The current sales are "velvet."

In many rich concerns the chief asset is a trade-mark. It may be listed at little on the books as a wise financial policy. But sales of such trade-marks often reveal an amazing value.

The Broadest Foundation

Good-will gained by advertising is the soundest foundation a

business can have. Dealer good-will can't compare with it. Dealer good-will may change very quickly. Some new attraction, new demand or lower price may destroy it in a month.

But advertising wins millions to your side. To win them away is a long, slow, costly course, whatever your competitor's advantage. An advertised position, rightly defended, is rarely won away.

Mothers teach their children to use what they prefer. Thus consumer good-will breeds and perpetuates itself.

Consider the brands which advertising has made household words. Some have grown for generations. Some are so strongly intrenched that an in-

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conceivable force would be needed to displace them.

A patent is a 17-year protection. An advertised name is a perpetual monopoly. It is impossible to create a stronger, sounder, more enduring asset. Yet it often costs nothing, for the advertising pays for itself as it runs.

The "Milking" Value

Sometimes a test campaign proves an article unpromising. The demand is disappointing. But there is rarely a loss. Enough demand is created in almost the worst cases to eventually pay the cost. Therefore, no one should hesitate at a rational test where the prospects appeal to good judgment.

Sometimes an advertised article goes out of vogue. Styles, habits or taste may change. Still a certain demand continues for decades. We know of such articles, still paying large profits, where sales efforts ceased from 15 to 40 years ago.

At least one concern has made millions buying up dying trademarks. The persistence of demand, particularly in farming districts, is almost unbelievable.

But most advertised articles are stable. The demand, with right advertising, continues to grow. The advertising is often paid for by the annual increase in volume. So the previous increases and the growing goodwill are clear profit.

Only the grossest mismanagement, long continued, can destroy such an asset as that. Only sheer neglect or woeful incapacity can permit a rival to usurp that product's place. And then declines are slow.

Points We Wish to Discuss

Advertising has lately assumed a new importance. The volume is breaking all records. The number of lines to which it proves profitable are increasing at a rapid rate.

Dealer demand is centering on advertised products. Familiar brands are becoming more and more essential. New things are being accomplished by advertising which were scarcely dreamed of before.

We ask to discuss these new phases with any manufacturer who wants more information. Or problems of these sorts:

The advertising possibilities of any line, whether advertised or not.

The methods of proving possibilities at very slight expense.

The ways of creating advertising possibilities where they do not now exist.

Methods for securing quicker results or larger results than at present.

Methods for reducing cost of selling.

Modern merchandising methods, for securing quick, wide distribution at minimum expense.

The Lord & Thomas Agency is 47 years old. It is one of the largest, if not the largest, in the world. It employs 250 people, and does everything connected with advertising. It has conducted hundreds of successful undertakings.

One or more of our leading men will meet you when and where you say, and without any obligation. Let us see what insight our experience can extend you.

Lord & Thomas Advertising

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO



This Is Not a Kid Proposition

SOME advertisers still hold that the boy field is not worth their while.

According to their way of thinking, these boys have no purchasing power of their own, nor do they bring any considerable influence to bear when buying is done for them by others.

To be sure there are not as many who think this way as there were, but there are still a few.

Those advertisers who have taken the trouble to investigate this boy field have usually found themselves well repaid.

As a result more advertising is being done direct to the boy than ever before.

Here are some facts, known to advertisers who use BOYS' LIFE, the Boy Scouts Magazine, that you ought to know.

BOYS' LIFE has a net paid circulation of over 100,000 copies a month.

The average age of its readers is from 15 to 16 years.

They are the highest type of young men, mentally, morally and physically.

Their families are the worth-while people of the community.

The boys themselves are not kids. They are a responsible lot who are fitting themselves for the obligations of citizenship by their practical training to-day.

They do have a very real purchasing power of their own. When expenditures are made directly for them, they usually have the final say.

Altogether, the subscribers to BOYS' LIFE are a decidedly worth-while lot for you to know and they ought to have an opportunity to know you, through their own magazine.

BOYS' LIFE is the only publication covering the Scout field

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE
BOY SCOUTS OF AMERICA
Publishers

200 FIFTH AVE.,
NEW YORK

37 SO. WABASH AVE.,
CHICAGO

characters, and others like them, are before the buyers in their respective fields for a definite purpose and are earning their money. They are all photographs of actual men, carefully picked with the same care that a theatrical manager chooses his cast. Each has a definite mission to accomplish, a specific story to tell and the words they speak are the words used on the big contracting jobs, in the machine shop and in the power plant. This is why they are *real salesmen* and hold their jobs.

Among this select class is *Phillie Gear*, and there is an illuminative story to be told about him and his identity.

Phillie Gear, to the machine tool industry, is the personification of all the energy, efficiency and speed claimed by the Philadelphia Gear Works. In real life he is the president of the company and as much on the job as he is shown in his pictures. He is always present in every advertisement, photographed in the shipping department hustling out the orders, in the shop urging his men to complete their jobs on time, hiring workmen, answering the telephone, receiving telegrams, bossing the loading of a big gear on a truck, dictating letters, and in countless other ways driving home the policies of his company through his ceaseless activity in the advertising pages of the technical press. So well known has he become that letters are constantly being received addressed to *Phillie Gear*. In fact his fame is at times rather embarrassing to his original, who often finds himself at conventions the object of much attention and the cause of such whispered remarks by total strangers as "There goes *Phillie Gear*." Several times the question of dropping *Phillie Gear* has been considered, owing to the natural inclination of the model to be less conspicuous, but always the business produced by *Phillie Gear* has won the decision and kept him busy in action.

In the technical field, a trade character may be drawn to very fine lines, due to the element of

specialization as applied to industry, whereas in general advertising the appeal is more general in scope. Thus it happens that the trade character who has been rightly selected for good and sufficient reasons finds himself among friends and those who speak his language.

The third class of trade characters, called for convenience irrelevant characters, comprise those which do not attempt in any way to bear relation to product or field. Such, for example, is the boy shown in the Robbins & Myers advertising appearing in the technical papers. As a smiling boy of six or seven, this kid attracts attention and, through association, has come to be linked up with Robbins & Myers motors, but there is no direct hitch-up to the field. These so-called irrelevant trade characters are for the most part juveniles who, by some means, have escaped the notice of societies for the prevention of cruelty to children and are made to work long hours of overtime.

The trade character grotesque, typical and irrelevant, should be carefully studied because, at times, there is a place for each. The problem to be solved by every advertiser who puts a trade character on his payroll is to select the one which is best capable of accomplishing the desired results. Thus, if attention value be the only thing desired, the grotesque character may be given his cue and called from the wings. If the campaign is one of education, and the aim to get over a definite line of argument, then the typical trade character may be given the spotlight.

Trade characters are salesmen of great force when carefully selected. Like any salesmen, however, they should not be added unless the need for them actually exists. And their qualifications for filling the job should be looked into as carefully as any regular salesman's references.

The right trade character, rightly selected and rightly handled, can be made as valuable an asset as a trade-mark or slogan.

Selling Scripture in the Street Cars

A St. Louis Woman of Wealth Spends \$500 a Month to Popularize Religion

By James E. Darst

ADVERTISING religion is not new by any means. Ten and even more years ago—dim, caveage for some modern advertising men—enterprising ministers of the gospel were advertising coming sermons in newspapers. Churches began popularizing their pastors. Religious bodies formed promotion associations and hired plausible field secretaries to turn on the white light of publicity.

That was well enough in its way. Ministers told how the science of advertising could blow the breath of life into church attendance even as it had into laundry soap. Leaders admitted that the church had to face the competition of the dance hall and the saloon and the motion picture theatre and they intrenched themselves in the columns of the dailies and prepared to fight it out with 72 point Cheltenham bold and zinc etchings.

But that was "dealer-help" sort of copy. Church leaders felt that religion in general was well and favorably known to everyone, by reason of the centuries of growth back of the institution. They felt all they need do was to link up their particular churches or sermons with the universal craving for religion and the battle was won.

But now comes a St. Louis woman, who persistently refuses to let her name be known, and proposes to awaken interest in religion by means of advertisements in street cars. She is spending \$500 a month to put texts from scripture in the street cars of St. Louis and East St. Louis, Ill., and in the suburban trains out of St. Louis on the Frisco and Missouri Pacific railroads.

She has signed a contract for six months' advertising and she prepares her own copy—that is she culls her own texts from Scripture, for the copy is nothing more—nor less—than chosen texts, de-

signed to catch the eye of the street-car passenger, to make him or her think, to help in daily problems.

Early in June of this year the lady in question came to the offices of the Western Advertising Company and made known her plan. She first of all made it clear that she did not desire to aid any particular religion or any particular church. She was not connected with any semi-religious body, such as the Salvation Army or the Y. M. C. A. She was not particularly prominent in church work, was not extremely wealthy. Above all, she insisted that her own name must not be divulged.

She said her sole purpose in advertising Scripture was to bring the helpful words of the Bible to the attention of the masses. She had observed, she said, that a vast majority of people knew nothing more of the family Bible than the dust on the cover. She knew it had been a vast help to her in meeting and combating the daily problems of life. She believed others would be helped if they only knew.

RESULTS THAT ARE HOPE FOR

Her campaign plan was to place half a dozen selected texts in all the street cars. She would select the texts for their helpfulness to the average worker. If one text set one disheartened soul thinking along right lines—thinking at all—she would be satisfied. She believed the texts would do more than merely help in particular cases. She thought that many men and women would delve farther into Holy Scripture once their attention had been called or brought back to its helpfulness. She believed some would resume church-going and an interest in some particular denomination.

She admitted that the proposition was an enormous one, that her field of "prospects" was un-

Re: The Red Cross Magazine

The Art Editor Speaks—

“YOU ask about the art in The Red Cross Magazine?

“Why, Helzelz, if the following list isn’t representative of the best in art—what is?

“Take for instance,

JAMES MONTGOMERY FLAGG—everybody knows James; and W. T. BENDA—with the mysterious touch; and DENMAN FINK—whose illustrations are pictures as well; and FRANKLIN BOOTH—that master of allegory; and N. C. WYETH—who paints with his soul; and MAGINEL WRIGHT ENRIGHT—who makes us romp with her children; and THOMAS FOGARTY—whose nature stuff touches your rural heart; and WILLY POGANY—he’s even charmed us!

“Then the trio of laughing pen-and-ink philosophers, F. G. COOPER, TONY SARG and STROTHMANN, who draw bigger smiles with every dip of their pens and brushes.

“I’ve gotten another gem—never mind his name—he is not a ‘comer’—he’s *here!* Just wait!”

EARNEST C. RIEDEL, Art Editor.

The RED CROSS MAGAZINE

(Owned by The American Red Cross)

124 EAST 28th STREET

Chicago NEW YORK Boston

A. B. C. Membership Applied For.

Your magazine; my magazine; OUR magazine.

limited. But she determined to scrape the surface of the vast field at her own expense in the benefit of religion and morality in general.

Six texts were the first copy. Number One read:

"Come unto Me, all ye that labor and are heavy laden, and I will give you rest. The Bible—Matthew 11:28."

Number Two: "Choose you this day whom ye will serve . . . but as for me and my house we will serve the Lord. The Bible—Joshua 24:15."

Number Three: "If we say we have no sin, we deceive ourselves, and the truth is not in us. The Bible—1 John 1:8. —Christ Jesus came into the world to save sinners. The Bible—1 Timothy 1:15."

Number Four: "Seek ye the Lord while He may be found, call ye upon Him while He is near. The Bible—Isaiah 55:6."

Number Five: "For whosoever shall call upon the name of the Lord shall be saved. The Bible—Romans 10:13."

Number Six: "The blood of Jesus Christ His Son cleanseth us from all sin. The Bible—1 John 1:7."

The texts have now entered their second month of display. They are alternated so that each text will get a good run in every car. Of course, it is extremely difficult to measure results accurately. Since no particular church is designed to get the benefit of the campaign, attendance figures can be no index of the drawing power of the advertisement. But the campaign, at the end of its first month, is not lacking in some definite returns.

Officers of the Western Advertising Company estimate that 900 inquiries have come to them over the telephone, in letters and in conversation as to who is financing the advertising, what is its purpose and how it originated. Every newspaper in St. Louis has commented on the texts. Several religious bodies have made official note of it. The editor of one Jewish weekly has given the campaign considerable editorial promi-

nence and has commended the idea.

Further information has been gathered by employees of the advertising company, all of whom are curious to learn how the campaign is impressing the sinning public. They found that the most popular text is, "For whosoever shall call upon the name of the Lord shall be saved." Undoubtedly, the appeal is there. Perhaps a vast majority of the car passengers had heard that text, some time. But never before was it hammered into their consciousness, given to them to ponder, perhaps after a day of temptation and trial.

One old lady was overheard calling her husband's attention to one of the texts.

"There's the advertising I've been telling you of," she said. "Somehow, I never paid much attention to those words until I read them in the car last week."

The advertiser believes that the chief value of the campaign is that it brings helpful messages to people while they are going about their daily tasks. It is really practical religion. She argues that too many persons make their religion a Sunday ceremony. What they hear in Sunday sermons does not impress them because they associate the sermons with Sunday and do not apply them to their everyday life.

Be that as it may, hers is unusual advertising. Here is a campaign designed to benefit no one in particular except the "consumer." There is not even a remote chance of profit. No good will for the individual is built up, for the advertiser will remain anonymous. Nevertheless keen observers believe a great deal of good is being done and all St. Louis is watching the street car texts with respectful interest.

R. H. White Heads Agency Branch

R. H. White, for the last three years advertising manager of the Domestic Engineering Company, Dayton, Ohio, maker of Delco-Light products, has joined Power, Alexander & Jenkins Company, Inc., of Detroit. He will have charge of the Dayton office of the company.



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK



Measuring the MAN of the HOUR

SCRUTINIZE your distribution, dealer by dealer. Does your review show a high-efficiency line-up?—men of biggest caliber, best standing and most sterling ability? Read our brief contribution to this subject on the opposing page, as an opportunity, not an obligation.

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

WANTED: A Sherlock Holmes

TO deduce from that postcard or letter inquiry in your hands the kind of dealer behind it. To accompany each of your road men and instantly pick out for him the two dealers, let us say, out of nine in a given community, who should know your agency proposition. Wouldn't any live automotive sales-manager like to have before him the business life-story of every dealer in the U. S. A.—

“Bertillonized”

in a word, so that he could either say, “He fits” or “He doesn't fit”?

The *right dealer for you*, is indeed the Man of the Hour. Our Research Department has him “Bertillonized” at every point of his business anatomy: rating; community standing; lines handled in the past; cars sold in the past, last year and this; kind of establishment maintained; accessories or not; and personal characteristics that index intimately his fitness for your confidence.

On this capstone of 98%-perfect dealer knowledge, is built our Exclusively Automotive Service: its campaigns, merchandising counsel, special reports, and distinctive successes. Therefore—

Here is a businesslike suggestion:



Why not test these statements against a personal interview that does not obligate?

The least you will learn is how much you have missed knowing on the subject of Distribution!

~ T R O Y ~
NEW YORK



DETROIT
MICHIGAN



Does Your Circular Show Off Your Goods?

You can't expect results unless it does. And it doesn't when the paper is of inferior quality, has a poor printing surface, or presents the wrong color background.

Hammermill Cover gives you real quality, an ideal printing surface, and a wide variety of colors to choose from. For samples and full information, write to Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Fewer Retailers—The Solution of High Prices?

Some Reasons for Believing the Public Might Be Benefited If There Were Fewer Small Stores

By S. E. Kiser

"TO have the cost of production printed or marked upon all articles of merchandise would be unfair to merchants," said the proprietor of a retail store, "and its only effect would be to add to the public outcry against profiteering. I don't believe that kind of a regulation would bring down prices generally. It couldn't, for the simple reason that most of the retailers are selling on as low a margin of profit as they can afford.

"The great trouble with any such plan as showing the cost of production is that the public has no idea of the retailer's expense. If the marking showed that it had cost ninety cents to produce a certain article and the retailer charged \$1.40 for it, the purchaser would be pretty sure to think he was being overcharged. He would accuse the retailer of profiteering, or, at least, he would think there was profiteering, if he didn't say so. But if you will investigate you will find that the retailer who charges 30, 40 or even 50 per cent more than the cost of production may not be getting a cent more for the things he sells than he is entitled to.

"I don't believe many retailers are getting rich—I mean the small retailers. Of course the retailers who own chain stores and the ones who have big places where they turn over hundreds of thousands of dollars' worth of goods every year may be piling up wealth; but take the tens of thousands of retailers who have little stores and you will find that the great majority of them are barely making a living.

"Yet they are selling at profits running all the way from ten to a hundred per cent. They've got to do this or go out of business.

When you put the cost of production on the merchandise that goes into the American home you may intend to hit the profiteer, but you will strike the small dealer a blow that may put him out of business. I know very well that most of my customers would howl if they knew how much profit I am compelled to charge on the things they buy from me. They would think I was robbing them, when the fact is that I couldn't stay in business if I cut my margin of profit down to any such point as they would be likely to consider fair. I might explain that my rent had been raised, that my taxes were increased, that it was costing me more for help than it used to, but they would see nothing except the 30 or 40 per cent over the cost of production that I was charging them, and I'd be called a profiteer. It's all right for Government investigators to find out what it costs to produce things, but let them investigate the cost of selling, too. If they will do that and be honest about it, they will find that the small retailer is keeping prices just as low as he can afford to keep them if he's going to continue in business."

THE HIGH PRICE WE PAY

As far as the retailer is concerned, that argument is sound enough. But perhaps there is another phase of the matter—a phase that is worthy of consideration. Let it be assumed that the retailers are charging no more than they are compelled to charge in order to live. We don't want to cause any retailer to starve; but is it fair to ask the public to pay a high percentage over the cost of production for the purpose of making it possible to maintain a system that may be

wrong in principle? May it not be possible that there are too many retailers? A few years ago Paul H. Nystrom published a book in which he went pretty thoroughly into the economics of retailing. In a chapter entitled, "Are There Too Many Retail Stores?" Prof. Nystrom said:

"From the standpoint of the entire public, there is nothing to indicate that the great number of retail stores adds anything to the burden of expense the consumer must bear. The high failure-rate in the retail business would seem to indicate that retail distribution is supported, in part at least, not by the consumers who patronize the stores, but by the great numbers who enter the business of retailing with capital accumulated in other occupations and then lose it in the retailing venture. The losses of the dealers who fail are primarily the losses of the dealers themselves. Only in the most general way of speaking could one assert that the public must bear the burden."

From a study of the census reports and other available data, Prof. Nystrom found that "merchants and dealers as well as the total engaged in trade and transportation have increased faster than population" during the past sixty years; but he was not inclined to believe that there were too many retailers. Evidently his view has been shared by the large number of foreigners who have gone into the retailing business in American cities during the past ten or fifteen years. Let anyone who doubts that there may be more retailers than are needed to serve the public adequately and to the best purpose make a survey in any typical block in a street that is given over to small retail concerns, and it will appear at once that there is more than a possibility that the business of retailing is overdone.

An examination of a block that was selected not because it presented unusual conditions, but because it was the first one to come under observation, showed that there were in it five grocery

stores, two meat markets, a delicatessen shop, a bakery at which fancy pastries in addition to bread were sold, a fish market, a "ten-and-twenty-cent" store that was stocked with notions and other small merchandise, a tea and coffee store at which one could buy nuts, raisins and candy also; a fruit store where there were more nuts and candies; a store in which men's collars, shirts, socks, caps and underwear were sold; next door to it a store where women's wear and nothing else was sold; and adjoining that a store the stock of which was made up of such things as notions, patterns, small trimmings and hat frames. In the same block there were two plumbing shops, a small furniture store, two stationery stores, one drug store, a shoe store and an undertaker's "parlor."

THE ADVANTAGE OF LESS COMPETITION

The street of which this block is a part stretches for many miles out from the central business district of a big city, and such conditions as have been described exist from the beginning to the end of the street. In the one block where the different kinds of retail stores were observed there were eleven places in which cigars were sold, and in seven one could buy candy. At least 75 per cent of the stores and shops in the block were owned and operated by people who were obviously of foreign birth or extraction. Such conditions as were found in that particular block are by no means unusual. Similar conditions may be observed in almost any long street that is lined with retail stores, and there are many such streets in every American city.

It is not unreasonable to suppose that if the twenty-five or more retail stores in the block that was surveyed had been combined logically their business could have been handled very well in five or six establishments. Such a combination would bring about a material lessening of the overhead expenses. In the item of rent alone an important saving would

Unequaled in St. Louis!
Unsurpassed Anywhere!

The magnificent New Sunday

Artgravure Section
of the
St. Louis
Globe-Democrat

JUST three weeks old and an instantaneous hit throughout the great St. Louis trade-territory. Ask any one you know in or around St. Louis. Already so successful as a Sunday circulation builder that *our largest Sunday competitor has seen fit to refuse the paid advertisements* which we are carrying in the other St. Louis newspapers as a part of our \$50,000 campaign on the new Artgravure Section.

Advertisers and Agents will do wisely to make Artgravure Section contracts at the initial low rates now in effect.

NATIONAL REPRESENTATIVES

F. ST. J. RICHARDS
410 Tribune Building
New York

GUY S. OSBORN
1302 Tribune Building
Chicago

J. R. SCOLARO
701 Ford Building
Detroit

R. J. BIDWELL
742 Market Street
San Francisco

C. A. BRIGGS
1302 L. C. Smith Building
Seattle

be effected. Insurance, clerk hire and other expenses could be cut down, and if the five groceries, for instance, were consolidated it is reasonable to suppose that business could be done profitably upon a much smaller margin than is necessary in the present circumstances. There may be some truth in Prof. Nystrom's statement that retail dealers who fail lose money that they have accumulated in other occupations and that the public is not, therefore, affected, but conditions which make it necessary for retailers to charge enormous profits in order to avoid failure can hardly be considered sound.

It is evident that there is a tendency on the part of students of economy to look into the business of retailing for the purpose of discovering whether there may not be more retailers than are necessary. The argument that there must be competition to prevent overcharging is as good perhaps as it ever was, but it is possible that competition may be overdone. Would two grocery stores in adjoining blocks not provide just as much healthy competition as is provided by five groceries in one block?

In Kansas, the cradle of reform, the advisability of creating a State board to control the number of retail establishments in towns and cities is being considered seriously. J. H. Mercer, State livestock sanitary commissioner and chairman of the marketing committee of the National Livestock Association, said in a recent interview that limiting the number of retail stores would be no more radical than limiting the number of banks seemed to be at the time when that policy was adopted in Kansas.

"The retail dealers of the country," said Mr. Mercer, "must study their problems as never before, and try to reduce the cost of doing business. I have made an investigation of the retail prices of meats in Kansas butcher shops, and I do not think the retail butchers are making excessive profits. But there are too many of them. An effort should be

made by the retail dealers to reduce their costs of distribution. Some system should be arranged so that if I want to go to a butcher shop and pay cash for my meat and take it home with me, I will get the benefit of that method of buying, while the customer who orders by telephone and has the goods charged and sent to his home will have to pay extra for that service. There is no doubt that foods can be more economically distributed if the work is done on as large a scale as possible. If it is for the good of the public in the interest of economy to limit the number of butcher shops and groceries, I can see no reason why it should not be done."

Will Eliminate "Fad" Styles

The Joseph & Feiss Company, of Cleveland, has announced that, beginning with the spring season of 1920, it will discontinue the manufacture of "fad" styles of clothing.

Manufacturing clothiers have estimated that the elimination of "frills" from the future clothing of the company will increase its output from 10 to 20 per cent.

The present is regarded as a most opportune time for the adoption of the new policy, for two reasons. First, there is said to be a decided movement away from frills and fads in trimming by the style leaders in the industry, and, secondly, it is a timely action, considering the scarcity and high cost of labor at the present time.

American Retail Trade in Europe

The American retail grocer has an opportunity to make his name known to the people of Europe, especially to those people of Europe who are fortunate enough to have relatives in the United States.

The firm of Acker, Merrill, & Condit, a New York grocery, has seen this opportunity. Recent advertisements of that company call attention to its export department, "which attends to all the details" incident to shipping. The advertisements also remind Americans who may have relatives and friends in Europe that "kind thoughts are now best expressed by a gift sure to be appreciated—a box of substantial, nourishing and appetizing food."

Philadelphia Auto Concern's Appointment

Herbert T. Hare, recently discharged from naval service, has been appointed sales promotion and advertising manager of the Automobile Sales Corporation, Philadelphia.

—conclusive

For proof conclusive of any newspaper's sales-stimulating advertising power you can find no surer index than the measure of approval given it by the retail merchants in its own home city.

—leadership

In Retail Merchant's Display Advertising for the first seven months of 1919, the Sunday **NEW YORK AMERICAN** carried

—6,607 columns—

1,224 columns more

than its next nearest competitor in the Metropolitan Sunday field.

Incidentally, figures for the first seven months of 1919, covering big store advertisers, daily and Sunday, and including representative New York merchants such as Altman, Best, Arnold-Constable, Bloomingdale, Gidding, Macy, Gimbel, Oppenheim-Collins—and others

emphasize the supremacy
of the

NEW YORK AMERICAN

in the

Retail Merchants' Display
field. The record stands:

AMERICAN	984,435 lines
2d Newspaper	822,436 lines
3d Newspaper	720,196 lines
4th Newspaper	640,118 lines
5th Newspaper	442,778 lines
6th Newspaper	392,691 lines

Should Advertising

SHOULD advertisers be contestants in a guessing contest, spending their time—

guessing how to make merchandise that will sell—

guessing what package will make a "hit"—

guessing what media will reach our audience—

guessing which ad will attract most and sell most—

guessing eternally and

Street & R Pay-as-you-enter A

Be a Guessing Contest?

forever about everything
that is advertising?

But guessing about *nothing*
else in any other department
of business!

* * *

Street & Finney have developed and proved a method that takes the guess out of advertising.

This method is placed at the disposal of a limited number of manufacturers who have Vision.



Advertised
by
Street & Finney

Finney Inc.
Established 1902
Advertising 171 Madison Avenue New York

A light weight paper
you can depend on for
Process work—

Color-Log Enamel

It weighs only 60 pounds
on 25 x 38 basis, but
it has a surface that
takes fine screen half-tones
or process work beautifully.

This paper is a favorite with
the largest mail order houses.
Let us send you samples and
prices. Dummies gladly made
on request.

Please communicate with nearest branch

BERMINGHAM & PROSSER CO.

*Coated, Book and Offset Papers for
Mail-Order, Process and Quality Work*

KALAMAZOO

CHICAGO

NEW YORK

Why Are Salespeople Taught to Smile?

A Copy Writer's Comments on the "Shock" Appeal in Advertising

By Ralph H. Sinclair

MR. DE ARMAND'S article in PRINTERS' INK of August 14, on the "shock" element in advertising, has done what shock copy can usually be depended upon to do—it has aroused my incredulity.

Tell a man something startling or unusual, and you immediately raise doubts in his mind. His rejoinder will be in the nature of "No!"—"You don't say so!"—"Is that a fact?"

I hope I may be pardoned if I call up, in support of my claim, the moss-grown story of the farmer who, seeing a giraffe for the first time, remarked: "There aint no such animal!" The shock of the unusual excited his incredulity even in spite of the evidence of his eyes.

We used to read in the newspapers of the German atrocities in Belgium, and many of us reserved judgment until a commission had been sent to investigate. Our minds were unwilling to accept the shock of those stories.

The sensational newspaper on the newsstand screams forth its shocks and thrills in glaring headlines, but many of us pass it by and select a more quiet and modest-toned paper whose headlines are less impressive but more convincing.

We like to be shocked and thrilled, of course. To achieve that sensation we read fiction and go to the movies, but in such cases we know that what is presented to us is not true and we do not feel that somebody is attempting to hoodwink us into thinking that it is true.

But when we read advertising we look for representations based on fact and our tendency is to discount the startling claim or the bizarre statement, even though it may be based on gospel truth. Advertising touches our pocketbooks and we are inclined to be

wary. Copy that endeavors to shock us into spending money puts us on our guard—we take a mental brace against the psychological assault.

Another weakness of the shock element is that it loses its force through repetition, just as a battery runs down with constant use. People grow accustomed to living in the shadow of the fretful volcano—the airplane no longer holds crowds spellbound—the soldier ceases to heed the whistle and crash of the high explosive.

People are no longer easily lured by the bold-face sign announcing the fire sale, the dissolution of partnership, the damaged stock or wreck sale. But let a conservative, reliable house make a quiet, matter-of-fact announcement in the newspapers of reduced prices, and its doors will be crowded bright and early.

SHOCKS, AND SHOCKS

Yet it is dangerous to generalize, and perhaps not necessary, nor even desirable. Some things we know are sold on the shock appeal. Mostly they are commodities that offer a preventive service. Weed Chains are a case in point—life insurance is another—or Grinnell Sprinklers. By their very nature these things make a negative appeal, and, in fact, the shock element usually involves the negative appeal—a warning, or in Mr. De Armand's own words, "something foreboding."

Now the value of the negative appeal may be an open question, but certainly there are many cases in which its use is not to be recommended. In general, it is more effective to invite people to have something attractive rather than to warn them against something unattractive.

Sometimes, however, both the negative and the positive appeals

produce results on the same proposition. We have witnessed an illustration in the selling of the idea of military preparedness to appeal to two different nations. Germany was sold on the positive appeal. The bright dream of empire became the incentive that stimulated the energies of her peoples to the establishment of a tremendous war machine. The United States was sold on the shock appeal. The spectre of war forced military preparation as a measure of safety.

But in the ordinary run of our everyday life, few commodities presented to us by advertising involve such important consequences that we can be shocked into buying them. A glass of iced tea, for instance, offers many attractive considerations on a warm day, and it does not require a shock or a mental jolt to persuade us to indulge. When we smoke, we are apt to be guided in our choice of tobacco by the cheerful recommendations of the ardent P. A. jimmy pipe devotee, or the kindly philosophy of Velvet Joe, or the friendliness of the gentlemen who welcome us into the Order of Orlando.

And, by the way, these optimistic characters continue to sell a goodly amount of tobacco in spite of the warnings pointed at us in certain copy by the stern individuals who seek to shock us into swearing off.

The buying mood is usually one of optimism, and if our desire to possess a given article can be aroused to the point of enthusiasm, so much surer is the sale. Buying is a pleasant experience—it means the attainment of something that will add to our comfort or happiness. And we are most ready to buy when the day is sunny and we are feeling in good spirits and the surroundings are pleasant and the person we buy from is cheerful.

Why are salespeople taught to smile?

A. D. Hall, formerly a district sales manager for the Red Wing Company, Inc., Chicago, has been appointed sales manager for the Naboth Vineyards, Inc., at Brocton, N. Y.

Kellogg Advertising New Products

The Kellogg's Toasted Corn Flake Co., Battle Creek, Mich., started a newspaper campaign in New York two weeks ago on behalf of its new product, Kellogg's Cooked Bran. Another new Kellogg product, Korn Krisp, is being advertised in newspapers of the Southwest. The publicity for each of these products eventually will be nation wide. Krumbles, still another Kellogg article, is now being advertised in a large list of newspapers, the campaign having been started in Chicago. On each advertisement is the slogan, "Whatever You Do, Eat Krumbles." This slogan is being worked up in a number of ways having local application. During the recent street car strike in Chicago one advertisement contained a picture of a motorman and under this was the slogan prominently displayed.

Sturgis, a Vice-President of Collin Armstrong

William A. Sturgis, after five years of service as Eastern manager, Western manager and advertising manager of *To-day's Housewife*, New York, will become a vice-president of Collin Armstrong, Inc., advertising agency, New York, on September 1.

Mr. Sturgis, since his entry into the advertising field twelve years ago with the J. Walter Thompson Co., has been on the advertising staff of the *Review of Reviews*, and advertising manager of Lamont, Corliss & Co., all of New York.

The New Publishing Company for "Collier's"

P. F. Collier & Son Company is the name of the organization which has taken over the assets and good-will of P. F. Collier & Son, Inc. The officers of P. F. Collier & Son Company are: President, George D. Buckley; vice-presidents, Thomas H. Beck, G. J. Kennedy, F. H. Rice; secretary, Fred Lewis, and treasurer, A. E. Winger.

G. H. Alcorn Dead

George H. Alcorn, special newspaper representative, New York, who for many years was associated with Charles J. Billson, a special newspaper representative, died on August 11. His business has been taken over by the Franklin P. Alcorn Company, New York.

S. J. Turnes Adds to Duties

Sam J. Turnes, advertising manager of the Brunswick-Balke-Collender Co., of Chicago, has become general sales manager of the company's tire department. He will continue in charge of the advertising.

"Under the ordinary system of factory management, can you imagine piece-workers voluntarily suggesting that their rate be reduced from 42 cents to 11 cents?"

HIS PLAN SOLVES THE LABOR PROBLEM

John Leitch, Strike Preventer

By
B. C. FORBES

In Hearst's for September

About half of Hearst's Magazine is given to articles of serious purpose. Fourteen out of the twenty-eight features in the current issue, for example, are serious features.

Have you ever read this part of Hearst's?



DEPENDABLE CONT

Outdoor advertising is dependable and continuous. Every day it carries the advertiser's message.

Its flexibility makes it adaptable to community, sales and trade.

Color possibilities are unlimited adding variety and strength.

Write us today. We shall be glad to have a representative call and give you information about the outdoor medium.

CHICAGO

Thos. C. Sack Co.



THE CONTINUITY

continuous. Every hour of every day it presents

community, sales plan and territory.

and strength without additional expense.

have a representative call and present specific

© 1920, C. O. Clark Co.

NEW YORK



HIEROGLYPHICS and HALFTONES

—what a span of human accomplishment they mark!

The development is idea—presentation is one of our greatest advancements over the old civilization.

The finest equipment and brains offered by the present state of graphic arts—The Sterling Engraving Co. makes available to you.

THE STERLING ENGRAVING CO
200 WILLIAM ST - 10TH AVE & 36TH ST - NEW YORK

The Protectograph Way of Advertising Ahead of the Salesmen

"Making a Beaten Path" for the Man

By J. W. Speare

Advertising Manager Todd Protectograph Company

THE advantages of "educational" advertising ahead of salesmen are so obvious that most everyone who reads articles like this on "How to Do It" would straightway be doing it—but.

In every sales organization there are the "bell wethers" who have been with the house for a long time and name their babies after the head of the firm. These old-timers are the stumbling-block of many an ambitious advertising chap with a record to make for himself and a nice ready-made plan to "try" on the salesman. Without the bell wethers on your side, you can't even make a beginning.

On the other hand, there are "Me-too" boys, who will trail if the plan is temptingly presented and endorsed by the old-timers.

Fortunately for the writer, when he tackled the problem of putting the Protectograph sales force on an advance-advertising basis, the bell wethers of the force were a lot of good fellows. They were out to make all the money they could, and had unbounded confidence in the head of the firm. When he said, "Boys, this is the way to increase your sales," they came back with "All right, we'll give it a ride if you say so."

Of course there was a rude awakening for the salesmen when they began to discover that every good thing carries an obligation of some kind. In this case the difficulty was in getting the men on the road to lay out their work three or four weeks in advance, so we could make lists and shoot our curtain-of-fire into each town just ahead of them.

Right there is where the advance-advertising plan usually goes on the rocks. It's hard enough to get a salesman's route

list far enough ahead even to send an "advance card" for "greeting" as the stationers call those foolish little fripperies that sometimes precede the "drummer." When it comes to anticipating far enough into the future to make up long lists of prospective customers, town by town, send several pieces of printed matter, secure inquiries, reply to same, and get the inquiries themselves into the salesman's hands just before he starts to work each town—that involves something comparable to a train dispatcher's department on a railroad system. And the salesman on advance advertising has to conform to schedule like a railroad engineer, else everything goes to smash.

SPEEDING ON THE "LIVE" ONES

Fortunately, again, just as we were getting the advance system under way the sales department pulled off one of its periodical contests with some handsome diamonds as prizes. These sales contests are always on the level, because every salesman knows at the end of each week exactly how many sales every other man on the force has made. The records are open to all. At the same time, there was nothing to prevent me from aiding and encouraging the old-timers and putting my bets on the ones who figured best in the "dope"—and I did so, you may believe.

Every man who figured to have a look-in at the prize money got letters from me, telling how much it would increase his chances in the contest to have our advance stuff paving the way for him. A good many, with their eyes on those diamonds, responded and furnished route lists. With others, who failed to send their routes,

I picked out a lot of good towns and shot the advance advertising to them, willy-nilly. When the inquiries came in, I sent them to the salesmen with an explanation that this was one of the fruits of our advance advertising, and suggested that they cash in on these without delay.

There is nothing that will help to "sell" a bunch of salesmen on any plans so quickly as to show them a flock of good "leads."

The plan worked. With the doubting Thomases it worked in spite of themselves. Even the "Bolsheviki" had to give in to the extent of hot-footing it to the towns where we furnished inquiries. And once started on the trail of inquiries, like Dobbin following a bunch of oats tied just ahead of his nose, they stuck to the balance of the advertised list—because they found it easier picking than to go it blind in the old way. When the returns were in, the prizes had been fairly won by men working on advance advertised lists—with a single exception. And the exception tried to have me fired because I gave him a "follow-up" to work some towns that we had advertised at a venture.

KEEN STRIFE FOR A RECORD

After that, we adopted the plan of printing a "star" after the name of each salesman who was working on advertised routes. Whether his name appeared in our "Weekly Bulletin" or in sales letters, it was followed by a fat little gothic b. f. star. And down at the foot of the page we would always print something like this: "93 per cent of the high men this week are Stars. Are you a Star?" It became the fashion to be a "Star." Victory was in sight.

Now, in order to explain the idea back of our advance-advertising system as applied to the Protectograph business, I will have to be personal for a moment and mention a conversation with G. W. Todd at the time I "hired out" to do his advertising, back in 1909.

My previous experience had been in advertising agencies and

in the advertising department of an adding-machine factory. Thus, the tools I had chiefly learned to use were national publicity and mail "follow-up." In hunting for the keynote to Protectograph salesmanship, I asked Mr. Todd: "What one thing do you believe will help a Protectograph salesman more than anything else?" And he answered, like this: "If the salesman on starting to work a town could find a piece on the front of a local newspaper, describing a big case of check fraud right in that town, the sales resistance would be cut in half."

All right. That eliminated magazine advertising and follow-up methods. What we needed was to get to the prospect just ahead of the salesman—not behind him.

The answer was Advance Advertising.

Of course, in practice, we couldn't route a salesman for a town and expect him to find an outburst of check-raising in the papers when he got there. Check frauds, ninety-nine times in a hundred, are kept out of the papers until an arrest has been made. This is equivalent to saying that a majority of such cases never reach the columns of the press at all. The bank immediately advises secrecy—dreading unfavorable publicity. Also, the victim himself is very apt to be afraid of injury to his credit.

What we did, then, was to send our salesmen on a still hunt for cases of check fraud in every town they worked. We made it an object for them to dig up such cases. By making discreet inquiries, they learned that Bill Smith and John Jones had been "trimmed." Then they went to Bill and John, and convinced them that they were not by any means the only ones that had been defrauded in that way. Once the victims were convinced that such frauds were actually common, it was possible to make them see that secrecy served only as a cloak for sharpers to find additional victims.

So, gradually, we succeeded in obtaining raised and forged checks from every part of the country.

(Continued on page 113)

AFTER twenty-two years' experience in the export trade with many countries, a large manufacturer said this week,—

"I believe our business relations with Chile have been the most uniformly satisfactory in every way of all our foreign trade."

There is a golden opportunity right now for American manufacturers in the Chilean market.

Chile bought nearly \$75,000,000 worth of American goods last year.

There are many lines not represented at all in this total.

EL MERCURIO, *the national newspaper of Chile*, will be glad to supply complete and specific data on request and co-operate with American advertisers in every way through its own New York offices.

"Ask any one who knows Chile about El Mercurio"

EL MERCURIO

Valparaiso—Santiago—Antofagasta

ERNESTO MONTEMNEGRO

S. S. KOPPE & CO.

General Representative

Publishers' Representatives

407 Times Building, New York City

A Tie-Up With the

SINCE
1841

FARM IMPLEMENT NEWS—CHICAGO



Illinois Dealers!

We Are Directing
Customers to Your
Store—

PRAIRIE FARMER believes it is helping farmers by co-operating with good dealers to sell its readers guaranteed advertised merchandise. A most important feature of our dealer and farmer co-operation is explained by PRAIRIE FARMER'S Reliable Directory. Each PRAIRIE FARMER reader values his copy of this directory.

PRAIRIE FARMER'S Reliable Directory, published in more than 70 Illinois counties, is an important feature of our farmer and dealer co-operation.

For example—farmer Smith up in La Salle County is interested in a cream separator. He sees an advertisement in the PRAIRIE FARMER and refers to the buyer's guide in his PRAIRIE FARMER directory.

Referring to the index under cream separators, he soon finds the dealer nearest him who can supply him with just the machine he wants—and farmer Smith knows *every machine* listed in this directory is *backed by our Triple Guarantee*.

Triple Guarantee Goods

Guaranteed by the manufacturer, by the dealer and by PRAIRIE FARMER. Illinois farmers know the value of Triple Guarantee goods and they believe in them. One-half of the customers who visit every Illinois Dealer are influenced by the PRAIRIE FARMER. 100,000 Illinois farmers read and believe in the PRAIRIE FARMER—total circulation 128,000.

Any way we can help you in better service for your farm trade, let us know. But with us in making Illinois even a greater farm state.

PRAIRIE FARMER

BURRIDGE D. BUTLER, Publisher
223 W. Jackson Blvd., Chicago, Ill.

PRAIRIE FARMER

The FIRST farm paper in the FIRST farm state

With the Illinois Dealer

Read this Farm Implement News Advertisement which is the first of a series of pages to be run in trade papers.

This campaign advertises the value of handling products that are advertised in PRAIRIE FARMER to show Illinois dealers how they can better serve their farmer buyers.

What Are "Triple G" Goods?



This sign means that PRAIRIE FARMER advertised goods are guaranteed, *first* by the manufacturer; *second* by the PRAIRIE FARMER, and *third* by the dealer handling the goods.

Goods advertised must be backed up by good merchandising. Both are as valuable to the reader as any editorial service.

PRAIRIE FARMER will be a weekly
beginning October 4th. Put PRAIRIE
FARMER on your Weekly List

SINCE 1841 → PRAIRIE FARMER - Chicago
BURRIDGE D. BUTLER, Publisher

CHAS. P. DICKSON
Advertising Manager

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
New York



BURTON W. RHOADS
Asst. Advertising Manager

STANDARD FARM PAPERS, Inc.
Western Representatives
Chicago



In daytime—Any Design or Colors

EMC signs combine three factors which make them preeminent:

**Equally effective day and night
Unequalled in attraction and novelty
Economical to buy and maintain**

EMC signs are brilliant and unique; produce the illusion of innumerable tiny bulb lamps; substantial and dignified in make and appearance; made entirely of durable metal.

In daytime they can be decorated in any way desired. At night time an unique method of perforation—by which disks cut out of the metal faces become convex reflectors—make **EMC** more distinct and readable than any other sign.

For advertisers who have branches, agencies or exclusive dealers, this is the ideal outdoor sign. We maintain a service department to aid advertisers in selling or renting **EMC** signs to their dealers.

The purchase price of **EMC** signs is small compared with any other worth-while electric sign. They have an extremely low cost of operation—requiring only four to six lamps.

We manufacture also **EMC** signs for window display and indoor use and **Elmyco** flat metal signs of all varieties for outdoor and indoor advertising uses.

**The ELWOOD MYERS Co.—Springfield, Ohio
New York Office—47 West 34th St. (Greeley 2983)**

Inexpensive

Effective

Adaptable

Day and Night



At night—Clear and Radiant

EMC
Outdoor
Electric
SIGNS

Our
every
compa
from
and h
a war
busine
The
repro
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Our only stipulation was that in every case the check must be accompanied by a bona fide letter from the victim, giving the facts and his permission to use them as a warning to other unsuspecting business men.

These checks were all carefully reproduced. We made it a point in our reproductions to preserve every detail faithfully. We wanted these reproductions to *look like the real checks*. In some cases they were marked with "exhibit numbers" showing they had been used as evidence in court.

Around each of these fraudulent checks we built a circular, showing how the fraud had been accomplished, and giving the victim's version of the affair in the form of his personal letter (reproduced in facsimile) bearing his signature.

These check circulars were the ammunition in our advance advertising. We proceeded on the theory that the average man is interested in "mystery stories," and that nothing is so convincing as to show him what has actually happened to someone else, leaving him free to verify the facts.

So we never used form letters or anything of that sort in our advance advertising. Just printed matter, reproducing actual cases and holding them up as "horrible examples."

This stuff was fired in broadsides ahead of the salesman—starting about three weeks before he was due to start working the town. It stirred up the prospects, started them to thinking about their checks, wondering if they were safe, proved to them that other business men just as careful as themselves had been victimized by sharpers—and suggesting that the Protectograph was the instrument used and endorsed by the leading banks and business houses in every line.

The salesmen didn't have to lose time with a lot of preliminary explanations as to what check-raising meant, or proving to the prospect that check-raising was actually going on. They could get right down to brass tacks, answer the questions that had formed in

the prospect's mind, and stick to the direct road that leads to "Sign here, please."

MEN WERE PAID FOR ATTENTION TO ADVERTISING

Experience proved beyond a doubt that the men working with advance advertising were calling on more people, getting better interviews, and closing more sales.

Of course, we had then, and have to-day, the chaps who threw bricks in the way of our beautiful plan. There is always the "temperamental" chap who finds it too much trouble to furnish a route—or to follow it after he has furnished it and the house has spent money to advertise it. But we point out to this man that the firm has appropriated so much money for this kind of educational work; that if he doesn't make use of it somebody else will get his share of the easy money at his expense.

We check up the salesmen on every route that is advertised. We are willing to spend about 17 to 20 cents a year on each prospect in our list. We count on about 10 per cent of the names being "dead wood," although we revise the list each time it is advertised. There are over a million names in our prospect list at present—as against about 750,000 on our list of users. So we play a game, to see how many names we can transfer each week from the prospect list to the users' list. Some weeks in the busy season it runs as high as 300 or 400 transfers. We take special pains to keep a record of inquiries and to take off frequent recapitulations showing the number of inquiries received from each publication and each piece of printed matter, and to compare the proportion reported "sold."

We find that we sell a very much higher percentage of prospects who send inquiries, than of non-inquirers. The reasons are obvious.

First, the inquirer has been especially impressed with our advertising. (That's why it pays to use coupons in advertising in publications—to find out when the "copy" is getting across. A pet theory of mine is that inquiries are "velvet."

a by-product which you may as well get, since they cost nothing extra. If you don't ask for inquiries, sometimes the only tangible thing you get out of your advertising is *the bill for the space!*

Second, the salesman approaches an inquirer in a more confident frame of mind. He says to himself: "Here's a man that knows he needs a machine. He can't get away from me." And usually he doesn't get away—unless the salesman makes the mistake of approaching the inquirer too confidently, which arouses opposition.

Lots of people like to make a salesman work for the order. They want to put him through his paces. The salesman who walks into a man's office, lays down a return postal card signed by the man, and expects Mr. Man to "sign here," often gets left. Then he says, "What is the good of these inquiries from curiosity seekers?" I always try to show such a salesman that if it weren't for "curiosity" we would get no inquiries at all.

Sweet are the uses of *curiosity* in advertising! But it is often wise for Mr. Salesman to act as if he had never heard of the inquiry, merely make his usual "approach" and demonstration. We always assume that every prospect on our list wants to know about our machine and our forgery-proof checks. That if he *did* know all about it, he'd be a user instead of a prospect.

By the way, I could take you through that list of something over a million prospects, and show you cards we have advertised every year for the last ten. Some of them are so filled up with rubber-stamp impressions showing the different series we have mailed in the past, that I don't know where we are going to stamp them in 1920 and 1921, unless we turn them over on their backs. Every week, when the sales reports come in, a bunch of girls in the advertising department take the report sheets and check them name by name with the prospect cards in our big files, in order to "pull" the ones that are sold.

It is like meeting old friends.

Here are folks that we've been pounding away at for years. Year after year they have said to the salesman, "No, I don't need your machine." Here and there we find a card that some salesman has tried to "kill" in times past. They bear old notations such as "Dead and buried"; "Old crank, wouldn't spend a nickel to end the war"; "Gone out of business," etc. And yet here they come, very much alive in spite of the salesman's homicidal efforts, safely in the fold at last.

That's why we never accept a "burial certificate" on a prospect from a salesman. They are always alive with us as long as their name continues to appear in Dum's list of the financially existent—which, by the way, is our principal source of prospect lists. Our motto is "You've got to buy or die," and we demand proof of death before holding any post mortems.

A PROSPECT THAT CAME TO LIFE

Here is a card on a concern in Waukegan, Illinois, that bears rubber stamp impressions showing it was advertised in 1909, 1911, 1913, 1914, 1915, 1916, 1917 and 1918. Some salesman had worked that town on advance advertising eight different times. Probably he got tired of calling on this concern, for back in 1914 he reported it "Branch: buying done in Chicago. No good." But still we kept it on the list. In January, 1919, we changed salesmen in that territory. The new man had Waukegan advertised in February. One of his first sales was to this concern that had been reported "N. G." five years ago. The former man probably would never have made this sale, no matter if he kept calling forever. Chances are he was convinced in his own mind that this concern could not be sold. As a salesman thinks, so is he.

Here's a brewing company in Wilmington, Delaware. Advertised in 1916. Again in 1917. Reported that trip as a prospect for return call and advertised with our special "Call Back" advertising. Still no sale. Advertised again in December, 1918, and

Saving Advertising "Gas"

It is important to establish the advertising objective before cranking up a campaign, as everyone knows, but it is just as important to **pick the best road** to reach it.

You may ride in a limousine with chauffeur and footman, but if you try to get to Brooklyn by going north on Broadway, you will lose out to the fellow who heads east for the Brooklyn Bridge.

Good copy is wasted if it gets into an improper vehicle or is sent in the wrong direction, and besides **it costs a lot more** than to concentrate and focus the advertising on your market only.

Specialization in advertising can and **is** keeping pace with specialization in manufacturing and selling, thru the high class Business Papers which enable you to talk to **your** prospects, in their own language, about their own problems, at minimum cost and maximum efficiency.

Look for the words—"Member of the Associated Business Papers Inc.", if you want proven circulations **PLUS** the very highest publishing standards.

THE ASSOCIATED BUSINESS PAPERS, Inc.

Business Press Department A. A. C. of W.

Headquarters, 220 W. 42d Street, New York

finally sold in January, 1919, in spite of approaching prohibition.

We have had prospects who held out for year after year, then finally threw up their hands and sent the order by mail, saying "It's no use; we told all your salesmen we didn't want it, but still they keep coming and every time we get your advertising we know there's another drummer on our trail. Your last man said there were 499 more Protectograph men coming behind him, a year apart, so send us one of your darned old machines and instructions how to operate it."

Then we get reports like this: "Called on the enclosed prospect this morning and found him reading your circular about the book-keeper who raised a \$75 check on his boss every week for two years. He had a lot of other mail on his desk, but the picture on this circular caught his eye—sold him in thirty-seven seconds, and he told me to go across the street and sell one to his brother, which I did. Advertising pays."

We invariably find that we get a better, more satisfactory quality of business from salesmen who are working after advertising. The nature of the advertising shows, on its face, that our concern is substantial and reliable. It looks as if there were "something back of it."

You must remember that ours is a "one-time" business. One of our machines will answer all the requirements of the average concern. We cannot sell large installations, like the typewriter or dictating-machine people. Moreover, our machines do not wear out quickly.

Our check business, of course, is a "repeater." But as far as machines go, we may sell a man only once in a lifetime. Therefore, in order to build up good will with people that we may sell only once, our direct-mail advertising is most essential. When a salesman comes along in the wake of this advertising, the prospect naturally expects him to measure up to the impression he has formed of our house. The prospect feels that he knows us, to some slight extent,

at least. If the salesman makes extravagant statements, or uses doubtful methods, the prospect is likely to "call" him, or to write the house and report the salesman's tactics. This is one very wholesome effect of the advertising.

Without any advertising, the prospect's opinion of us would depend entirely upon his opinion of the salesman. If the salesman was rough, or untidy, or uncivil, or used "high pressure" tactics, the prospect would merely say, "Oh, that is a snide outfit," and consign us to his black books. But if the advertising impresses him favorably, he is apt to give us the benefit of the doubt. So the salesman who works on advertising has to work clean or we soon find him out.

Sears, Roebuck and Co. Offer to Aid Government

Julius Rosenwald, president of Sears, Roebuck and Co., put his organization at the disposal of the Government to aid in the distribution of the food products which were placed on sale last week.

Mr. Rosenwald telegraphed Postmaster General Burleson offering him the privilege of using the Sears Roebuck mailing list of more than six million names, including both rural and urban population. The Postmaster-General was informed that orders could be received through the Chicago house of Sears Roebuck, cash audited there and orders routed for handling and direct shipment from government warehouses.

The offer was not accepted by the postoffice department, presumably because the amount of supplies at the disposal of the Government was not large enough to justify a merchandising campaign by mail among six million people. Sears Roebuck made it very plain, however, that its entire organization could be used for this purpose without remuneration.

Turin With St. Louis Publicity Bureau

Frank Turin, who has been with the Western Advertising Co., St. Louis, is now in charge of the publicity work of the Convention and Advertising Bureau of St. Louis.

Middleton Agency Represents New Magazine

The C. B. Middleton Agency will represent the *Tri-State Manufacturer and Commercial Record*, Pueblo, Colo., in Chicago and New York.

We

From the Start

—and for eight years, Mr. Welanetz has held to the same solid principles.

That the advertising quality and value of his art shall remain fixed—whatever the quantity, the demand, the haste. And that *service* shall mean a true consideration of all requests, plus the spontaneous extension of what assistance, suggestions or knowledge may be valued.

We know that the rapid expansion of this Company is due to the adherence to these principles. We know that the future success depends on the continued adherence to these principles. And we know that our clients respect us for the maintenance of these principles.

THE WELANETZ COMPANY INC.
2 East 23d Street New York City

Even before 1917 the farmer was the biggest buyer of MOTOR TRUCKS

Goodyear's report on 1917 indicates trucks in use as:

Farmers 78,789	Retailers 64,486
Manufacturers 65,928	

Farmers will not buy tractors until they own automobiles. Over 85% of the subscribers to Power Farming own automobiles.

The reduction in number of horses owned and in available labor makes the power farmer a peculiarly good truck prospect. Over 80% of PF subscribers own tractors. Now 15% own trucks. Power farmers have been sold on the economy of gasoline power



7 of S es 86 n o r e e Owner Operator Service Man

POWER FARMER

The power farmer owns, operates and, to a large extent, gives his own service on his tractor, truck, automobile and gas engine. Necessity has taught him to be more than a passably good mechanic. Thousands of dollars worth of crop hinges on his ability to keep his machine-power going—three days' tie-up will often lose a crop.

Hence he knows the insides of his machinery. This receptiveness to good truck and parts copy has been appreciated by

Acme
Lewis-Hall
Schacht

Dart
Muskegon
Victor

Famous
Napoleon
Winther

I.H.C.
Nelson

Among parts and tire makers—

Clark Equipment Challoner Auto Truck Steel Body
Firestone Goodyear Goodrich U. S.

POWER FARMING

St. Joseph, Michigan



Albany, N. Y., and the Times-Union

—offer rare advertising advantages

Albany, N. Y., offers the kind of territory you are looking for—

A city of over 100,000—with one newspaper, the circulation of which proves that it goes into practically every home.

And these homes are the sort that pay an advertiser best. Albany is American. Its population includes an unique proportion of intelligent, successful people.

Industries are well-balanced and substantial. There are no off seasons or commercial disturbances. Albany is always prosperous—and this prosperity is divided with remarkable evenness among the 24,000 Albany homes in which the Times-Union is the family newspaper.

It is doubtful if there is a medium or a city anywhere that presents more attractive features than Albany, N. Y., and the Times-Union. It is a short, straight road to more sales with low selling costs.



The Times-Union circulation is 35,546 by the latest Audit Bureau of Circulations report.

—O—
In the city of Albany the circulation of the Times-Union is larger than the combined circulations in the city of Albany of the three other daily newspapers.

—O—
Within a radius of 33 miles, exclusive of Troy and Schenectady, the Times-Union has 15,000 greater circulation than its nearest competitor.

—O—
By using the Times-Union exclusively in Albany, N. Y., the field is covered with a saving of 50% to 60% of the appropriation.

—O—
The Times-Union carries nearly as much advertising — both DISPLAY and CLASSIFIED as the other three Albany newspapers combined.

The Times-Union

MARTIN H. GLYNN
Editor and Publisher

Represented by

Verree and Conklin
INC.

NEW YORK—225 5th Ave.
CHICAGO—28 E. Jackson Blvd.
DETROIT—11 Lafayette Blvd.

The Background of the Recent Army Advertising Campaign

By Captain Floyd Y. Keeler

Former Vice-President I. W. Lyon & Son, Inc.

[EDITORIAL NOTE: PRINTERS' INK is glad to publish this article because of its historical value, the recent Army advertising campaign referred to, having started several other government departments to follow suit. Because of the success of the campaign it was soon followed by advertising of the Navy and other governmental departments.]

LAST November when the let-
down after the armistice was in full swing in Washington, General E. L. Munson, Morale Branch, General Staff sent for Captain Roy Dickinson, now associate editor of PRINTERS' INK, and the writer. The general said: "I want a complete and exhaustive report written on the 'Relation of Recruiting to Morale.'"

He then went on to explain: "There will be a great deal of criticism of the Army now that the war is over and the officers and men have time to kick about lack of promotion, poor food, getting back home, unnecessary drill, no leave and dozens of other things. All that this really means is that the big show is over and everyone wants to know 'where do we go from here, boys,' and because nobody can answer the question with a string of transports like the *Leviathan*, discontent will become acute.

"It is obvious therefore that unless public opinion is adequately informed it will be next to impossible to obtain recruits for the regular army in peacetimes—an entirely different proposition from the army in wartime. Besides I believe the attention-arresting value of paid advertising is essential to accomplish, within a reasonable time, any swaying of public sentiment as great as is necessary to secure any large number of re-enlistments after the greatest war in history.

"You officers are both advertising men. Write out your recom-

mendations and I will present them to the Adjutant General for action."

Following this interview there began a series of talks carried on by Captain Dickinson and the writer relative to the best way of approaching such a big task. It was finally decided to make an investigation of the Recruiting Field, comprised by the activities of the Marines, Navy, National Guard, employment methods in vogue in industrial concerns and finally the recruiting methods of the Allies.

FIRST OF ALL, THE REPORT ON SUGGESTED ADVERTISING

Captain Dickinson and I then went to New York to begin our research. At this juncture I was taken ill and Roy Dickinson wrote the report unassisted. It is considered by all who have read it to be a masterpiece and upon it the recent advertising campaign for recruits was based. Several copies of this report are on file in the Adjutant General's office and are constantly referred to by the officers in charge of recruiting.

Following the completion of his exhaustive report on the "Relation of Morale to Recruiting," the latter part of January, Captain Dickinson was honorably discharged. About this time I had recovered from my illness and reported for duty. Then, instead of granting my request for immediate discharge, General Munson said, "Captain Dickinson's very excellent plan must be carried out and by you. You will take luncheon with Major General P. C. Harris, Brigadier General Kerr and myself to-day at the Army and Navy Club; be prepared to submit an outline of a complete advertising campaign."

This conversation took place about ten in the morning and

luncheon was to be at one. With the same feeling that an astronomer might have if asked to compute the distance between the earth and Mars in fifteen minutes coupled with a sinking sensation similar to the small boy reciting "The Charge of the Light Brigade" for the first time, before an audience, the unhappy lieutenant awaited luncheon—meanwhile trying valiantly to think of some snappy sales talk that would for all time establish the value of advertising in the eyes of the Adjutant General.

The luncheon resulted in the Adjutant General requesting that I conduct a school for the instruction of all recruiting officers east of the Mississippi in publicity and advertising methods as they may apply to recruiting. This school was held in New York at the Advertising Club on March 3, 4 and 5. It consisted of a series of half-hour talks by specialists in various lines having a bearing on recruiting.

Frank Fehlman spoke on "The Psychology of Selling"; C. G. Percy, "Recruiting Window Displays"; George W. Hopkins, "Practical Selling Methods"; Julian Street, "Publicity as Applied to Recruiting"; J. Stuart Blackton, "Value of Moving Pictures in Influencing the Public"; Augustus Thomas, "Playwriting and the Stage as a Medium of Influencing the Public." Beside these representative men, many others spoke and trips were made to the Marine and Navy Recruiting Bureaus. At the conclusion of the third day's session the following resolution was passed:

"Resolved, that this meeting has been of great benefit to the officers present; that the stenographic report of the meeting shall be carefully edited and published for distribution to the officers on recruiting service; that arrangements should be made for calling other meetings of the same kind in the future, so that the officers may come together and discuss these matters and get information from others who are schooled in advertising and recruiting methods."

Following this three-day conference the Adjutant General ordered the establishment of a central "Publicity Bureau, U. S. Army, Recruiting Service" at 461 Eighth Avenue, New York City, with Col. J. T. Conrad as chief of the bureau. This bureau immediately assumed the task of keeping in close touch with the problems of each of the fifty-six recruiting officers by getting out a weekly bulletin containing timely suggestions on advertising and publicity methods, in the meantime using every effort to build up its own equipment and personnel.

The idea of using paid advertising in accordance with General Munson's suggestion and along the lines of Captain Dickinson's report was never lost sight of. The Adjutant General's office arranged for each of the fifty-six recruiting officers to receive window display and exhibit material which comprised everything from a 37 mm. gun to an Austrian saw-edged bayonet.

DIFFICULTIES OVERCOME

Finally on May 28, after selling and reselling the idea to Major Generals Harris, Jersey and Burr, to Brigadier Generals Lord and Anderson, F. P. Keppel, Third Assistant Secretary of War, General March, and finally to the Secretary himself, a paid advertising campaign was authorized. At the last moment the whole campaign was nearly upset because of the insistence of Mr. Nolan (a civilian employee of the advertising division of the Secretary of War's office, since 1870) that such a thing as using display advertising in paid space was unheard of—there was no blank form of authorization, and besides it couldn't be placed through an advertising agency because newspapers preferred to receive advertising direct from his office rather than through any agent—they made a greater profit that way. All this in the face of the fact that the authorization had already been signed by Major Generals Harris and Jersey.

The argument which ensued

Philadelphia
PUBLIC ~~AND~~ LEDGER
Morning—Evening—Sunday

DISPLAY ADVERTISING RATES

Effective September 1, 1919

All advertising for insertion on week days will be accepted only for morning and evening editions in combination.

POSITION OR CLASSIFICATION	PER AGATE LINE		
	Sunday	Morning and Evening	Sunday and Evening
Run of Paper.....	\$.30	\$.35	\$.40
Page Two.....	.60	.65	.75
Page Three.....	.40	.50	.60
Amusements.....	.35	.50	.50
Political.....	.40	.55	.70
Reading Notices (Foot of Column, Adv. Affixed).....	First Page 3.00 Inside Pages 2.00	4.50 3.00	4.50 3.00
*SUNDAY ROTOGRAVURE-INTAGLIO SECTION			
1 Time.....	.5065
13 Times Within One Year.....	.4459
26 Times Within One Year.....	.4257
52 Times Within One Year.....	.4055
*Minimum Space 50 Lines. Forms close 12 days in advance of date of publication. Column measurement 28 agate lines wide, 288 lines deep, 7 cols. wide, 2016 lines to page. Cancellations not accepted within 21 days of publication date.			
Color Section—4-color Process.....	Per Page \$1500
This price does not include making of plates—plate size 9 1/2 inches by 14 1/2 inches. Plates required 21 days in advance.			
Retail Public Ledger, per line.....	.50		
Rate for advertisers using Public Ledger (Morning and Evening) per line.....	.35		

POSITION RATES: When a condition of order and if available. Following or next to reading matter add 20% to rates. Following and next to reading matter add 30% to rates. Last page Public Ledger, daily and specified page Evening Ledger, combined add 25%. Top of page, run of paper, two times the above rate per line. Top of pages 2 or 3, three times the rate per line.

Financial, Insurance and Commercial Advertising Used Within One Year:	PER AGATE LINE		
	Morning and Evening	Sunday and Evening	Sunday Edition
1 Time.....	\$.55	\$.70	\$.55
52 Times.....	.49	.65	.50
104 Times.....	.47
156 Times.....	.45
312 Times.....	.43

No Display Advertising will be accepted for the First page, nor any advertising for Editorial pages.

Recognized advertising agency commission 15%. **NO CASH DISCOUNT.** Advertising on page 2 limited to one-quarter page or equivalent.

*Rates incorrectly stated on orders are assumed to be clerical errors and charges will be made in accordance with rate card.

consumed two hours of precious time and finally required the signature of the Third Assistant Secretary of War before Mr. Nolan's approval was secured. The whole campaign was a race against time, anyway, because the appropriation had been authorized from funds available for the fiscal year ending June 30, 1919.

Armed with the credentials already referred to, I hurried back to New York and on May 29 a circular-proposal was sent out on Q. M. C. Form 119 to fifteen leading advertising agencies by Brigadier General H. E. Wilkins, Zone Supply Officer. Form 119 is the same form used to purchase shoes, shirts and sealing wax, but it was made over to fit the occasion.

Now came a hectic period of conferences with more or less irate advertising agents who said, Why all this rush? Have a heart; May 29 is Thursday, May 30 a holiday; May 31 Saturday and we are closed; June 1 is Sunday and now you want a circular-proposal filled out on June 2. It can't be done.

Well, it was done, and a great deal of credit for the doing of it is due to "Sunny Jim" O'Shaughnessy, that tactful handler of difficult situations. Then along came "Serious John" Sullivan, of the Association of National Advertisers, with much helpful advice and a great deal of real assistance—the campaign had started.

Now followed a period that, when it is looked back upon, was one long nightmare. The Zone Supply Officer notified the Publicity Bureau that Frank Seaman, Inc., had been selected. By this time it was the fourth of June and more precious time had slipped by. This meant a mad dash to Washington with four pieces of copy (already set up in the form of two full newspaper pages and two half pages), besides this a dummy of a Plan Book and all the copy for it. All this had to be O. K'd. by the Secretary of War, Major Generals Harris, Jervey and several other officers before insertion could be made or the plan books issued. Corrections were telephoned from Wash-

ington to New York and plates went out for mats on June 5 for a campaign to begin on June 16. This establishes a new record for speed. The writer groaned in spirit at the thought of having six different ranking officers edit and pass upon the copy but the groans were needless, because the few corrections made greatly improved and strengthened the appeal.

The general bulletin sent out by the American Newspaper Publishers' Association, The Bureau of Advertising to all its members, was of great assistance in putting the campaign in the right light in the newspaper offices of the country. Thomas H. Moore deserves great credit for his efficient work in this connection.

The ideas which General Munson believed in, followed by a series of conferences, supported by searching investigations were carefully combined as recommendations in Captain Roy Dickinson's brilliant memorandum and became the new recruiting policy of the War Department. That it is a successful policy cannot be denied because it has produced a hundred thousand voluntary enlistments in four months—a record hitherto undreamed of in peace time.

Another proof of the success of the recent advertising in the fifty-six cities in which main recruiting stations are located is the fact that Col. Conrad has recommended the extension of this advertising to the 449 towns in which sub-stations are located. In these towns the 656 daily newspapers of a general news character, printed in English, are to be used.

As this involves an expenditure of approximately \$90,000—the approval of the Secretary of War and the Adjutant-General is necessary and has not been received, as yet. A more detailed announcement, therefore, would be premature and might fail to agree with the final facts.

A. L. Ditter, formerly sales manager of the Field Manufacturing Co., Owosso, Mich., has been appointed general sales manager of the organization.

Why Carnation Milk Co. Uses Birmingham Ledger

Buy Pure Milk
—buy Carnation



The Carnation Milk Products Company (thru that great agency, Erwin & Wasey Company) recently decided to go after Birmingham business.

After careful, painstaking, close investigation they chose—

The Birmingham Ledger

Imagine, if you can, sweet, wholesome, nutritious, sanitary, *Carnation Milk* in anything but *clean company*! Wouldn't it look out of place alongside of copy extolling the merits of *pimple cures*, *pile remedies*, *constipation pills* and other such fakes?

The Carnation Milk Products Company selected *The Birmingham Ledger* because it is *spotlessly*, *immaculately CLEAN* and reaches the *better class* of people who appreciate a *clean high-class newspaper*.

Sunday Ledger, October 5, 1919

After 24 years of faithful service to Birmingham *six days in the week*, The Birmingham Ledger will start a great *Sunday Edition* on October 5, 1919. It's an *assured success* in advance!! Put it on your list. It will pay!

You need The Ledger for its *dealer co-operation*, *its influence* and *its cleanliness*. Write us for help and advice.

THE BIRMINGHAM LEDGER

J. A. MARTIN, Vice-Pres. & Ado. Mgr.

JOHN BUDD COMPANY

Special Representatives

CHICAGO

Member A. B. C.

NEW YORK

ST. LOUIS

**The *meaning*
of the
name**

Paramount

**in
industrial
motion
pictures**

THE manufacturer who approaches the subject of using the screen to help his business will ask two questions if he values getting started right.

First: by every known test who are the leaders of the motion picture industry?

The indisputable answer is Famous Players-Lasky Corporation, with Paramount Pictures: nationally advertised.

Second: can I afford to have my business reflected on the screen by anything *but* the foremost motion picture ability of the day?

The test of the motion picture is the public reaction to it, and the whole country has endorsed Paramount.

Why not use in your industrial films everything that has put Paramount Pictures where they are in the minds of the public today?

Address Educational Department



485 Fifth Avenue, Dept. C.
New York City

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



Making the World Safe for Industry

Just So Far as America's Leaders Have Seen the Vision, Will Sane Social Relations Prevail

By Lester H. Butler

"**W**HERE do we go from here?" the average American business man is asking himself in these days of change and unrest in the ranks of labor.

From one end of America to the other, in Pullmans, in directors' rooms, in clubs, business men caution one another and speculate on the possibilities of the spread of the extreme radicalism. It is like a dreaded contagion, but without a standard course of treatment that would be the sequel to the first appearance of a contagion.

But in reality has it shown any serious development in America? Has it stepped across the Atlantic or the Pacific and planted its feet on our shores? Like a disease, Bolshevism must find a condition, physical in aspect, where it can be properly cultured before it will become a contagion. That condition must be national in extent before it can grow and spread.

The evolutionary process of progress and development in the 140 years of our country's existence has made impossible a sweeping discontent necessary for an overturned America. American industry has gone farther toward the solution of its labor relations than any other country in the world because of the country's political construction. The democratic principles of our politics have forced certain democratic ideas into the management of our industrials. As a result of this, labor has shared in the prosperity of the nation's industry as the people of no other country in the world have shared.

Prosperity has brought a degree of contentment to the American home that is a good reagent—it is the preventive sanitation that keeps the contagion from getting a foothold.

High wages, don't work, take other people's property, no punishment, no taxation—these are the principles of the "left wing radicals" and the mass of American people are thinking people. Could such a platform gain a sufficiently organized following to prove a serious menace to a thoroughly democratic government?

Industry is the life of a nation. The world must be restored to a sane and productive basis and this devolves upon executives who know finance as well as commerce. Without these kinds of men the outlook might not be encouraging. Such men were eliminated by one expedient or another in Russia and the result has been devitalizing. In the final analysis industry is the determining factor in the contentment of a people. Industry brings prosperity and prosperity only can bring the contentment that strangles Bolshevism.

THE SANITY OF LABOR

The American people as a whole know that Bolshevism and industry cannot tread the same path. American prosperity has been founded on democratic principles of government—principles that have entered into the conduct of our industrials, and as long as that knowledge is possessed by the American people the fear of a serious uprising, national in extent, is too remote for credence.

American organized labor has gone on record that it would not aid nor abet destruction, that its policy, work, methods, aims, and ideals are to build, construct and help in the development of the highest and best in the human family. It has a sane and level-headed leader in Mr. Gompers and it is his statement that it is not good to rock the industrial boat.

Mr. Gompers takes the stand that there must be a recognition of conditions as they exist to-day. Everyone must realize that they are vastly different from what they were before the war. They are conditions that are vital with new impulses—impulses this country never experienced before. Yet with proper industrial leadership they are not dangerous but constructive. The problems of working out our industrial situations must be faced with a spirit of co-operation and co-ordination. It is impossible for the country's industry to go back to the conditions that obtained before the war.

The gross type of executive has been all too common in the past. He has been occupied with the sole aim of accumulating dollars at the expense of workers' rights and even lives. He has exploited the brains and the muscles of the workers in his pay and then cast them aside when they ceased to pay him a profit. He is materialistic at the expense of everything else—justice and honor included.

But there is another type of employer, the antithesis of the gross type and equally as bad for industry; this is the impractical idealist who plans his policies with respect to labor control on the basis that all men are equal mentally and that a mass of minds can be molded to think along parallel lines reaching an ultimate goal of absolute contentment. This is the keynote of the hapless Russian situation.

America, fortunately, is blessed—to a larger extent now than ever before—with the type of industrial executive that combines the idealistic and the materialistic. Not too much of either, but enough to keep the balance true to avoid bankruptcy on one side and a discontented lot of workers on the other. More of this type of executive needs to be developed to uphold the security of America. Europe needs this type to stabilize its present industrial condition—a condition which reflects its political distress.

Service is the essence of the

progressive industrial manager's philosophy—social service, the service that does for the employee from the moment he is hired. There is a tremendous difference in results from the *real* social service and what a vast number of employers are calling social service. An insurance plan whereby the employees get a weekly or monthly stipend in case of illness or accident and a wage bonus for punctuality is about as far as the minds of some employers can adventure in "social service," but that is something that is better named "welfare."

THIS TYPE IS DESIRABLE

I approached one employer recently who controls 18,000 men—that word control is used advisedly, for the rank and file in that man's factory are loyal to him from the heart out. The man I speak of had not talked to me two minutes until I understood the fundamental reason back of his tremendous power.

He isn't an orator; he isn't what psychologic analysis would place as a leader of men. He is quiet, kind and shrewd. There was nothing ornate in his verbiage. But he had the interest of every one of his workmen at heart and they knew it. This man is many times a millionaire, but there is no class-war feeling in his plant.

Without the facts he gave me even it was a simple matter to understand the vitally human attitude he takes toward "his men," as he calls them. This man talked for twenty minutes and mentioned actual business once and then only in its relation to business. His conversation was wholly occupied with the laboring man and his living problems. His mind had not been wheeled into this conversational channel, it had semi-consciously headed into it because it was the thing uppermost.

The factory manager of this man's plant claims the man thinks of shop one hour and of the happiness and contentment of his employees the other twenty-three hours of every day. He has given to his men profit-sharing, financed

"I value **THE UNDERWEAR & HOSIERY REVIEW** more highly than all the other trade papers we have used put together."

—**W. B. SIMMONS**

President

The Futurist Company

But read the whole letter:—

THE FUTURIST COMPANY

Manufacturers Futurist Undergarments

310 W. ERIE STREET

Chicago, U.S.A.

August 12, 1919.

Underwear & Hosiery Review,
320 Broadway,
New York City, N. Y.

Gentlemen:

Acting on your suggestion to "get in early" I have today instructed Erwin & Wasey Company to renew our contract with you for twelve full pages for 1920.

Your book reminds me not a little of a small, not too handsome male I once saw in Colorado. He was no Percheron in size or prize winner in weight, but gosh! how he pulled!

Just so with the Underwear & Hosiery Review. It seems to go right to the buyers---the big fellows---we want to reach, and to hit the spot when it gets there. The real ones certainly read your book, and, as I've seen times aplenty, leave it around their office for future reference when they are through.

Sincerely, I value the Underwear & Hosiery Review more highly than all of the other trade papers we have used put together.

Does this answer the other suggestion in your letter, that I tell you what I think of you?

Very truly,

W.B. Simmons

President,
THE FUTURIST COMPANY.

WBS:JW.

homes for them, shown a vast number of them how to save and become prosperous, given them an immense club house where a swimming pool, bowling alleys, gymnasium, theatre, social rooms, bakery, and a large restaurant are all under one roof. But after all the best part of this employer's social service cannot be shown in tangible objects, for it comes in the sincerity and honesty with which he works with the men for their better citizenship and joy in life.

TO MAKE DEMOCRATIC INDUSTRIAL GOVERNMENT SUCCEED

Employees as a rule are quick to recognize the spirit or motive behind the thing given. We are all fundamentally psychologists. If an employer gives at the last moment some element of welfare that he believes will offset a disturbance or counter an ill-feeling, he is placed in a bad light with his employees in all likelihood. It is often not the actual plan but the spirit back of the plan and its presentation which causes trouble. The industrial manager must anticipate, he must be keen at seeing the needs of his men or women and understanding their viewpoint.

The tendency in business management to-day is toward democracy. It is interesting to note the headway some firms are making with such a plan, although it varies in practice from a broad social service idea in some to a stock distribution plan in others.

For a very significant reason it is the opinion in some industries that democracy of business does not mean the solution of their labor difficulties. Their very attitude toward industrial democracy is the basis of its deficiency. This brings us back to the point made previously, that it is not as much the thing as the spirit in which the thing is done.

A labor manager may be so autocratic as to command the fearing respect of his employees, but let him be forced into a corner and have to choose a democratic form of control for his plant as the alternative to ruin and all that

respect is gone, his men will oppose him and industrial democracy is certain to be disagreeable to him.

A clear indication of the contentment of an organization is the labor turnover barometer. In this connection the degree of success of industrial democracy may be determined, but it is not always encouraging. In two plants engaged in the same line of business and employing practically the same number of people I found a vastly different attitude among the employees. In one plant industrial democracy has been adopted but its labor turnover chart shows a line varying between 30 and 33 per cent per month. The other plant without industrial democracy shows an average of 15.1 per cent for a six month period.

LABORERS "STAY PUT"

There is over a hundred per cent greater labor turnover in the factory that has adopted industrial democracy and in the face of such figures this factory feels that the plan is not a success.

But the trouble is not with the plan, it is more fundamental than that. The factory management in the plant where industrial democracy has not been adopted has developed the social service idea to a remarkable degree, not with pomp and oratory but with substantial and whole-hearted sincerity; not with words but with action. Profit-sharing is a reality rather than a theory. Ninety per cent of the workmen in that factory own stock. They sit in at the stockholders' meetings and vote. They are limited only by length of service in the number of shares they can buy from the company and many actually go out in the market and buy more. What they get from the company they pay for—buy at par—and not a one of them who owns stock but feels that he is a living part of that great plant and that it is part his.

The employees in that plant have a tremendous interest in their work. They have been made to feel that through their work, their interest and their invest-

We need additional men~

Gotham Studios is immediately in need of a few more artists to add to its staff.

The men we want must compare favorably with the calibre of the artists now associated with us. They must be men with a thorough understanding of art as a factor in the selling of merchandise; they must be sufficiently experienced in advertising to know much of the technical requirements; they must be trained masters in technique, sure of themselves, resourceful and readily responsive to ideas, gifted in expressing them.

We are not looking for dreamers and wanderers with the spark of genius that ever so often flunks. Our men must be extremely practical in all their creative work, down to earth all the time. There must be nothing flighty in their make-up, but constantly dependable with brains that function soundly and substantially.

Above all their talent and the ability to make the most of it, they must essentially be men who love the work and have deliberately chosen commercial art as their field of endeavor, because they are adapted for it. They are men who take a keen delight in tussling with each new problem as it is presented to them and take genuine pride in its solution.

We are not world-beaters here by any means, but we have set our own interpretation on what our job consists of. And as long as we have been successful in obtaining more and more recognition all the time; and in getting so many additional people every month, including the leading advertisers and advertising agents in America, to believe in us; while retaining the confidence of our old patrons, we simply have to consider ourselves on the right track. Every man we have taken on has had to fill the bill.

If we didn't insist on being so mighty careful in enlarging

our organization, there wouldn't be the need for publishing this message. We are frankly in search of the best men we can get.

Specifically, we need men who have specialized in color, and black and white on figure work, and can show impressive specimens—figures that are human, interesting and striking. We need men who prefer to do still life pictures and can make them appealing, appetizing, real as the case or subject may be. We need men who can execute decorative ideas in good taste and with a marked degree of originality.

For several such men, we have a welcome place here. To the right men or those who impress us as most likely to develop properly, we will give every opportunity to grow with us. There will be enough money paid them in return for their services right at the start to prove real interesting and the opportunities are only limited by their own capacity to produce the quality work for which we have created a market.

We do not know where we will discover the men we are after. Like the oft-told tale of the search for the four-leaf clover, one of the men that would fit in with us may be plugging away uselessly around the corner, or he may be far off on the Pacific Coast. The field is wide open.

If you are out of town, send us enough of your material so that we can judge adequately. We will handle it as carefully as you would yourself and will return it quickly after inspection. If you are one of our neighbors here in New York, write or telephone for an appointment. You can depend on our good sense to consider all communications confidential.

Good. Better. Best.

Never let it rest :
Till the Good is Better
And the Better Best.

COPYRIGHTED



GOTHAM STUDIOS INC[®] 1133 Broadway New York

ment they are building their own prosperity by making their factory prosperous. The dividend check that goes to them every three months has played a significant part in creating such a feeling. It is not an additional compensation or bonus; it is the earning of a real investment and there is not one of them who does not put conscientious effort into his duty as a workman to keep up the name and reputation of "his" factory.

The greatest percentage of labor turnover in the factory referred to comes between the first and third months of employment. This drops to less than 3 per cent after the sixth month, when the employee can begin to share in the profits of the company. The large class that quits between the first and third month after employment can be called floaters. They are beyond the influence of even industrial democracy. Every factory is more or less afflicted with this class and it is my opinion that for some time to come it will make the employer's turnover chart show a line running from 8 to 10 per cent higher than it would if they were not taken into consideration.

Though industrial democracy has been the much-vaunted panacea for labor ills, there is the possibility always that it will fail—that it will not at least produce results commensurate with the expenditure of time and money necessary to inaugurate the plan. It takes more than merely the plan to make it a success. Any idea would fail under similar circumstances.

Sincere feeling for the happiness and contentment of workers is the beginning of social service and social service is the element that engenders loyalty and conscientious effort in workers.

American industry will be safe as long as its leaders give heed to labor's actual needs and sincerely strive to meet them before they reach the complaint stage. What is good for American industry must also be good for the world's industry, for workers are human the world over.

Piggly-Wiggly Lengthens Long Arm

The Piggly-Wiggly system of self service stores originated by Clarence Saunders at Memphis, Tenn., about three years ago is invading California. On September 1 it is expected that three of these stores will open in Los Angeles and a fourth in San Pedro. Several new Piggly-Wiggly stores have opened recently in Chicago neighborhood and suburban districts. The promoters say they expect to have 3,000 stores in Chicago before they are through.

Wallen to Assist in Advertising Course

James Wallen, of East Aurora, N. Y., has been appointed a visiting lecturer for the course on advertising to be conducted at the Western Reserve University, Cleveland. The course is given under the direction of the Cleveland Advertising Club. Mr. Wallen is to deliver four lectures, the first one of which will be given October 22.

Death of James Alexander Campbell

James Alexander Campbell, associated with the McLain-Hadden-Simpers Company, Philadelphia, died at his home in Swarthmore, Pa., August 15, aged 63 years. He had previously been connected with N. W. Ayer & Son and was at one time advertising manager of the Worcester, Mass., *Gazette*.

In Charge of "World Trade" Advertising

F. L. Blue, formerly with the Chicago *Tribune* and *Marine News*, New York, is now with the *Yourovets World Trade Review*, New York. Mr. Blue will have charge of advertising throughout the country and is arranging to open several branch offices.

Syracuse "Herald" Has New Advertising Manager

A. L. Poorman, formerly assistant advertising manager of the *Journal*, Providence, R. I., has succeeded A. B. Churchill, who is now with the American Seadape Co., Newark, N. J., as advertising manager of the *Herald*, Syracuse, N. Y.

Raymond Welch Now a Captain

Raymond Welch, of PRINTERS' INK staff, who recently returned from nineteen months' service in the A. E. F., has received information of his promotion to a captaincy in the infantry.

U. T. A.'s Important Convention

The United Typothetae of America will hold its annual convention in New York, at the Hotel Commodore, September 15, 16 and 17. The convention will bring together printers from all parts of the country. The programme includes addresses by Arthur E. Southworth, Chicago, president; William Green, New York, vice-president, and Noble T. Praigg, counsel of the advertising bureau.

Other speakers and their topics will be: Henry Hale, Jr., Ethridge Association of Artists, New York, "A talk on layout and art as applied to printing"; Everett R. Currier, New York, "What the Eye Receives the Mind Absorbs"; H. A. Gatchell, Gatchell & Manning, Philadelphia, "The Power of the Printed Picture"; G. A. Heintzmann, advertising manager Dexter Folder Co., New York, "Paper and Ink, and the Part They Play"; R. W. Nelson, American Type Founders Co., Jersey City, "The Three-Year Plan—What It Means to the Allied Industries"; Richard H. Lee, special counsel A. A. C. of W., "Ethics and Profits"; Charles L. Estey, director U. T. A. Advertising Bureau, "A Forward Look from the U. T. A. Threshold"; E. H. Naylor, secretary Writing Paper Manufacturers Association and Cover Paper Manufacturers Association, New York, "The Paper Market," and Magnus W. Alexander, executive secretary, National Industrial Conference Board, Boston, "Important Aspects of the Industrial Situation."

Changes in the Moon Agency

J. E. Woodruff, who has been with the Byron G. Moon Company, Troy, N. Y., for some time, has been made head of the promotion department. E. C. Goeckeler, formerly with N. W. Ayer & Son, Philadelphia, and recently returned from service overseas, has been appointed manager of the mechanical department.

Russell D. Meredith, for some years advertising manager of Van Zandt Jacobs & Co., and later Eastern representative of Scribner's, has been made manager of the sales department. William W. Breslin, who recently returned from service in France, has resumed his duties as a director and the secretary of the Moon company.

Mary B. True has been appointed to conduct the news department, and to act as English critic of advertisements.

New Campaign by Turner-Wagener

A newspaper publicity campaign in behalf of Regal Thousand Island Dressing is being prepared by the Turner-Wagener Co., Inc., advertising agency, Chicago. Copy will appear at an early date.

The Week's News from Chicago Printing Trades

Settlement of the wage demands made by the Chicago printing trade union was on the point of being consummated last week but now the controversy has been thrown wide open again.

The scale committee of the Franklin Typothetae of Chicago met a joint scale committee representing the compositors, pressmen, feeders and binders. The result was a supplemental agreement acceptable to all parties, but while the agreement was being worked out in joint conference the binders' union withdrew from their representatives the authority to sign. It was then agreed that the new supplemental agreement with its changed wage scales would not become effective unless all the unions had ratified it by August 20. Later the typographical union decided to accept the agreement only partially.

The Franklin Typothetae accordingly sent out a notice to all the employing printers advising them that the February agreement still was in effect and that it authorized no changes in the matter of wages and shop practices at this time. The matter will be discussed at further joint conferences.

Heffron Directs Coffee Sales Promotion

W. C. Heffron, of the Chicago branch of the American Chicke Company, has been appointed manager of the sales promotion department of the Hanley & Kinsella Coffee & Spice Company, St. Louis.

This company has just launched a campaign in Texas for H. & K. Vacuum Packed coffee, under the direction of the George Batten Company, New York. The campaign includes the use of newspapers, posters and magazines. It is intended to extend the advertising gradually until it covers all the territory of the Hanley & Kinsella Company.

Changes in Packard Car Company

H. H. Hills, who since 1908 has been successively general sales manager and assistant general manager, of the Packard Motor Car Company, Detroit, has been made vice-president, in charge of distribution, of that organization. George R. Bury has been made general distribution manager of the company.

Walter W. Smith Promoted With Nash Motors

Walter W. Smith has been appointed assistant sales manager of The Nash Motors Company, Kenosha, Wis. Prior to this appointment Mr. Smith was manager of passenger car sales.

The World Cotton Conference

At New Orleans, La., October 13, 14, 15, and 16 will bring together the men, both of the United States and foreign countries, who lead in the growing, ginning, handling and storing of cotton, the manufacturing of cotton seed oil, the manufacturing and selling of cotton goods, and the manufacturing of machinery sold to the cotton industry.

THE OCTOBER ISSUE OF

COTTON

America's Largest Textile Monthly

will be the World Cotton Conference Number, distributed among the 5,700 invited delegates at the conference, in addition to its regular circulation. Published in the heart of the great cotton manufacturing industry of the South, and in the center of the cotton growing section, COTTON'S October issue will be a fitting number to be presented to the delegates at this important conference.

If you sell mill equipment or supplies, power or transmission equipment, building material—in fact, any material, equipment or service sold to factories and mills, you can profit by placing an announcement before the delegates at this worldwide conference, through the dominant publication of the field—COTTON.

Forms close September 15th.

W. R. C. SMITH PUBLISHING CO.

Members A.B.C. & A.B.P. ATLANTA, GA.

COTTON

America's largest textile monthly

SOUTHERN ENGINEER

A monthly power plant engineering journal

SOUTHERN HARDWARE & IMPLEMENT JOURNAL



We take pleasure in announcing
that

WILLIAM A. STURGIS

joins this company on September
second, as a vice-president and
member of the executive staff

COLLIN ARMSTRONG, Inc.
General Advertising Agents
1463 Broadway at 42nd St. New York

LONDON
25 Victoria Street, S. W. 1.

PARIS
31 Bis Faubourg Montmartre



The Farm Loan System and Its Relation to the Buying Power of Farmers

Farmers Who Take Advantage of the Plan Are Buying Millions of Dollars Worth of Necessities and Conveniences They Couldn't Otherwise Have

By Herbert Quick

Federal Farm Loan Board

THE farmer buys commodities for one of two reasons; either because he must, or because he sees how it will make his farming more profitable. This refers to him as a farmer; as a human being he may buy to make life more livable, for pleasure, or because the neighbors are buying—aside from purely business considerations.

As a business man, he buys only when he must, in a vast number of transactions. If he is in a country in which the use of fertilizers is necessary, he buys fertilizers because he must. He buys fencing because he must, where the stock laws require it. He buys building materials for mere shelter, because he and his family and his animals must have protection from the weather. He buys wagons and plows and harrows and equipment generally, because a minimum of these things he must have or cease to be a farmer. He buys so as to keep the farm on what one may term a subsistence ration, rather than on a fattening regimen. If he falls below a certain irreducible minimum in these purchases, he ceases to be a farmer. You can tell this sort of farmer as you pass along the road. You will probably say that he does not know how to farm: but an old farmer in Utah once said in answer to a question put to him at Salt Lake, "We farmers most of us don't have money enough so we can farm as well as we know how." He said the truth; for there is scarcely one of these men who does not know of many things to buy—if he only had the money or could get it on the proper terms.

The farmer who invests his money in lime for his soil, or in underdrainage, or in the fencing of land formerly left out to the commons for pasturage, or in grassing such land down for pasture, or in gasoline engines, or motor trucks, or sanitary appliances and running water in the home, or in electric lights, or pianos, or paint, or a herd which will consume time in coming into production, or a young orchard and the machinery required by it, or a silo, or an automobile, or in a thousand other things which ought to be acquired when the husbandman overpasses the line of what will "just do" and into the domain of the ultimately profitable and the agreeable—in all these cases he must have money available over and above the subsistence ration for his affairs, or he must borrow it. He must have credit if he borrows; and credit which will not cost him in interest and commissions so high a rate that it will not pay him to borrow.

I shall presently return to the matter of the importance to the business world of this margin of buying on the part of the farmers, over and above the line fixed by imperative necessity. That it is very important, every manufacturer and distributor operating in a national way, or even in any considerable way, must keenly realize. Just now I desire to direct the attention of such people to the importance of the Federal Farm Loan Act in supplying money to farmers who wish to borrow for profit.

And first, what sort of law is the Federal Farm Loan Act? Many people think without looking into

the matter, that it is a plan under which the United States Government lends money directly to the farmers. The word "Federal" in its title gives the casual glancer that idea, in perhaps four cases out of five. I do not know why it should, since we have the same word in the Federal Reserve Act, and the word "National" in our great banking law; but so it is. Perhaps the words "Farm Loan" taken in connection with the word "Federal" may account for the idea in the minds of so many people that Federal Farm Loans are made by the Government. Perhaps the fact that during the war, the Treasury Department, rather than have the Liberty Bond market run any danger of disturbance through the borrowings of the Federal Farm Loan System, bought the bonds of that system itself to the extent of somewhat less than a hundred million dollars, drove this error deeper into the people's minds. But because during the war the Federal Farm Loan System operated for a time on government money, proves no more with reference to that system than the advancements to munitions factories proves as to government financing of steel works, chemical establishments and the like.

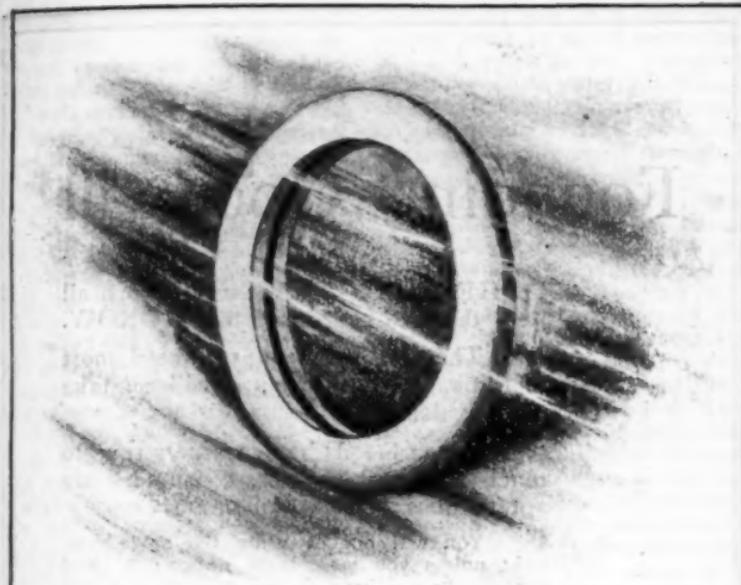
COSTS THE GOVERNMENT NOTHING

Before the war, and since hostilities ceased, the Federal Farm Loan System has operated on its own money, just as do the steel and chemical companies. The loans are not Government loans. The Government has merely set up a system under which the money of investors wherever they may be, may be borrowed on issues of bonds, and loaned to farmers on long time, easy amortization payments, and reasonable interest rates, on the same basis, wherever the farmers may be, whether in Maine, Mississippi, Montana or Minnesota. It has inaugurated in every State in the Union the possibility for the farmers of borrowing for profit. It opens the way for borrowing for things above the mere subsistence line for our farms. It has in the past three

years—mainly in two and a half years—loaned about \$300,000,000 to the farmers, and is loaning steadily and consistently in every part of the nation. It will probably have loaned a billion dollars before very long. It is worth the while of business men to examine this new and rapidly extending system.

The statement is often made by people without exact information that the farmers who borrow through the Federal Land Banks and the Federal Joint Stock Land Banks—the banks of the Federal Farm Loan System—borrow almost exclusively for the purpose of refunding their old mortgages, and that these loans do not put much new money into the farmers' hands. This is not true, as I shall presently show; but even if it were true, would the system therefore be unimportant to the general business world? I think that it is very important to you who read this, that a new kind of farm mortgage has come into existence which makes a farmer with a mortgage a better customer for you than he could be when laboring under the old form of mortgage. The Federal Farm Loan mortgage is a new kind. Let me describe it.

In the first place, these loans are made, under the terms of the Act, "for the development of agriculture." They are made for the payment of old mortgages, and for other debts which have been contracted for agricultural purposes, or for any debts whatever contracted before a certain time; also to finance the purchase of land for agricultural purposes, of equipment, of fertilizers, live stock, buildings and improvements. The terms "equipment" and "improvement" were defined, under authority of the Act, by the Federal Farm Loan Board, in such terms as to make the law broadly useful for the development of the farms mortgaged. The interest rate cannot be more than six per cent, and must rise and fall with the market for Federal Farm Loan bonds. It has all the time been either five per cent to the farmer, or five and a half. Bonds have sold lately at



“Most Miles per Dollar”
“Best in the Long Run”

These few words mean a lot to you who have occasion to buy automobile tires.

Why not the same care when buying advertising? To a manufacturer appealing to the housewife we believe MODERN PRISCILLA—“Best in the long run” because we offer him Most miles per advertising Dollar.

How? In this way,—the very nature of our publication is such that it must be referred to frequently and for a long time. The permanency of advertising in PRISCILLA is therefore greater than in a magazine with a general appeal,—Proof is available.

THE MODERN PRISCILLA

NEW YORK

BOSTON

CHICAGO

Founding Goodwill

THE British Market can absorb all that can be poured into it—NOW.

That is just why you need most to think of the future; it will *not* take care of itself.

When Goods have scarcely time to reach the stock-shelves, consumers are apt to miss brands and names.

You will not be using the trade-boom right unless you *make* them notice. A great opportunity will have slipped past you if, a year hence, you have built up no goodwill for the goods that have filled the gap.

Concentrate on BRAND not BULK.

Build solid for goodwill in Britain. Insist that your goods continue to be known by name. Weld that name on the public memory now, and you will have acquired a consumer-goodwill sound enough to withstand the shock and strain of competition when supplies again reach demand-level.

Tell us what your product is. We will put it up to our Trade Promotion Department and advise you first and last as to how to place it here and *keep* it here. If Britons want it now we will see to it that they shall not cease to want it.

Shall we confer?

Saward, Baker & Company

(H. G. Saward, Principal,

Advertising Service, Printing and Sales Agency,

Head Office:

27, Chancery Lane, London, W.C.2, England.

four and a half with a slight premium to the most conservative investors, so that there is a spread of one per cent between the rate on the bonds sold to get the money and the interest paid by the farmers. The land banks are getting so strong as financial institutions that it is certain that before very long they will be able to do business on a half per cent, and the rate to the farmer will approach closer to the bond rate.

These loans never come due. One writer has described them as "the mortgage that fades away." Of course the farmer must pay his interest very promptly when due—for the banks are strict about this—and in addition to the interest, must pay one per cent annually as an amortization charge; but if he does this the principal does not come due. It is wiped out or amortized in between thirty-four and thirty-five years. These mortgages are gradually taking the place of the old-style farm mortgage which ran three or five years, and as to the renewal of which the farmer always felt a sense of uneasiness.

FARMER DOES NOT FEEL THE LOAD

The human element enters powerfully into all financial concerns; and it comes in strongly here. The farmer feels differently when his old mortgage is refunded into one of these Federal Farm Loan liens. He does not feel bound to retrench and skimp and economize and pinch in order that he may be able to pay off a part or the whole at a renewal period. An Illinois farmer who had made one of these loans had his attention called by a neighbor to what he thought was an objectionable feature of it. "You can't pay this mortgage off for five years," said the neighbor, "no matter how much money you may make!" "Yes I can," said the borrower, "the St. Louis Federal Land Bank will take the money whenever I have it, if I pay it what will make them safe on the bonds they have sold against the mortgage. That wouldn't amount to much; but as a matter of fact I never will pay it off. I'll let it pay itself off. My son will finish paying it off after I'm dead.

There never will be a time when money won't be worth more than five and a half to me. I'm going to use my money after this, instead of saving to pay off a mortgage."

As a matter of fact, the money borrowed is only about two-thirds of it used for the refunding of old mortgages. The rest of it is used for the other purposes mentioned above. Nearly a hundred millions of dollars have gone into the channels of commerce from the proceeds of loans made through the Federal Farm Loan System in the past two and a half years.

How this happens may be illustrated by another true story. One of the Land Bank presidents was seeking to organize a National Farm Loan Association—the co-operative association of borrowers through which loans are made—in a very rich, highly developed section of the Mid-West, where lands are worth hundreds of dollars an acre. One of the farmers was an old friend of his. "No," said the farmer, "I don't think I'll go in. We have been struggling ever since we were married to pay off one mortgage, and I don't believe we'll plaster our farm with another. No more mortgages for me!"

"I suppose," said the president of the Land Bank, "that you are all fixed up on the farm, so as to make the maximum profits?"

"No," said the farmer, "I need a silo, for one thing; and my barns need building over, with concrete floors, and general bringing up to date. That would really pay."

"How about underdrainage?" asked the banker, who is also a skillful farmer, "some of that land looks sort of spouty."

"Yes," said the farmer, "I could put in a thousand dollars or so and get it back in better crops in a short time. It's all right in the right kind of a season; but whenever the weather goes wrong on me I lose a part of my work on it."

"Is your house all right?" asked the banker. "Got running water, hot and cold in the kitchen, and a bath-room?"

"No," said the farmer; "we're planning for those things. My wife finds it hard to get along

without these conveniences; but I guess we'll have to. She says that she supposes when I've got everything fixed up conveniently at the barn and around the farm, we'll finally get around to make the house fit for a civilized woman to do the work in—and that by that time she'll be dead and I'll have a second wife!"

"Children contented and happy?" asked the banker. "Think the boys will stay with you?"

"I don't know," said the farmer. "The fact is, we've been so pushed financially that it hasn't been so nice on the farm as it might be. I can see that the boys are getting restless. I don't know what to do about it. Can you think of anything?"

The banker could. The result of the conversation was that the farmer joined the National Farm Loan Association, and took out a Federal Farm Loan for some \$6,000. He rebuilt his house so far as indoor conveniences are concerned, he made his barn improvements, and he installed the underdrainage. If the loan was \$6,000, his annual charge on it will be \$390 annually—\$165 interest and \$30 amortization every six months. In these times of high prices, he will in all probability receive from his productive improvements more each year than these charges amount to. The whole atmosphere of that family has cleared; and several thousand dollars have gone from it into commercial channels. Some investor has bonds to the amount of \$6,000 in his safe deposit vault—some man who has no idea where the money went, or who borrowed it, or what good it did. But it seems to the writer that to that extent business has been benefited, as well as human beings. It seems to the writer that the \$100,000,000 in money added to the purchasing power of the farmers in the last two and a half years has done the entire business community good; and that the system which promises to keep on doing good at that rate and with increasing volume, is worthy of the study of business.

The bulk of the business of the Federal Farm Loan system is done

by twelve Federal Land Banks, each of which has its own district. The bank at Springfield, Mass., has jurisdiction over New England, New York and New Jersey—the First Federal Land Bank District. The Second District is composed of Pennsylvania, Delaware, Maryland and the Virginias, and the bank is at Baltimore. The other banks are located at strategic points throughout the country.

These twelve Federal Land Banks make their loans through co-operative borrowing associations called National Farm Loan Associations, which may be compared to the Building and Loan Associations of the cities. The form of organization differs widely from the city and town associations, but the objects are similar. Of these, there are now nearly 4,000 in the United States. The fact that these have been voluntarily formed by the farmers of the United States during the past three years seems to show that there was a demand for the system.

THE LAND BANKS AND THEIR SCOPE.

There are also more than twenty Joint-Stock Land banks formed under the provisions of the Federal Farm Loan Act. These are organizations of lenders who are in business for profit. They are doing a large and increasing business under the stringent provisions of the Federal Farm Loan Act and the control of the Federal Farm Loan Board, which limit the interest rate, abolish commissions, and require that their loans be made on the amortization plan. These banks may make loans to owners of farm lands whether they are actually farming them or not, and may make larger loans than the Federal Land Banks can make. The maximum loan allowable to a Federal Land Bank is \$10,000 to one borrower; while the Joint Stock Land Banks may loan as much as \$50,000, depending somewhat on the capital stock of the bank.

It has been said that the system is not doing good to those who need it most; because a man must own land, or at least be able to



ERWIN & WASEY COMPANY
Advertising
CHICAGO

We are so organized as to be able instantly to devote to any client's problem that may require it, the entire creative and informative resources of this organization

A Message for the National Advertiser

PHYSICAL CULTURE has earned for itself the reputation of being one of the most responsive mediums in the magazine field on direct-result advertising.

One of the largest advertising agencies in the United States uses it as a "test medium" on all of their accounts.

Within the past few months the following well-known National Advertisers have included PHYSICAL CULTURE in their advertising campaigns:

Quaker Oats Company
Quaker Puffed Rice
Pepsodent Company
Dentinol & Pyrocide Co.
U. S. Playing Card Company
Kellogg Food Company
Uncle Sam Health Food Company
Thos. P. Taylor Co.
Bauer & Black
Churchill and Alden Co.
Rice & Hutchins Co.

Isn't it good judgment to include in your advertising campaign a magazine that invariably makes good on keyed advertising.

To quote them "We know if it won't pay in PHYSICAL CULTURE it won't pay anywhere."

Direct result copy is the acid test of a magazine's responsiveness. Many of the magazines in general use by the *NATIONAL ADVERTISERS* won't produce on direct-result copy.

Why?

Isn't it a logical explanation, that the readers of these magazines do not read the advertisements.

Your advertising appropriation is wasted if it is not spent in

magazines that possess reader-interest to a degree that begets a reading of the advertisements as well as the editorial pages.

PHYSICAL CULTURE has that reader-interest, bound up in a class of readers that are desirable and logical buyers of high-class products.

CIRCULATION

GROWTH

1919

January - 131,119

February 148,533

March - 155,033

April - - 160,721

May - - 180,828

Our printing order for the October issue will be

225,000
copies

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

have land in his name, before he can borrow. Thus it has been urged, the system illustrates the text that "to him who hath shall be given."

This is nowhere near as true as it sounds. In many parts of the country, owners of farm land were, and still are, in very straitened circumstances for credit. Their farms were low in value and the regular mortgage agencies did not find it profitable to operate among them, because of the smallness of their loans, and also because in many cases their titles needed straightening out. The Federal Land Banks went among them, straightened out their titles, and made them the small loans to which they were entitled. They were in much worse condition financially than the renter in the rich Mid-West. In one of the Southern States at last accounts, the average loan was under a thousand dollars—and there was not a delinquency in the payment of either interest or amortization in the State; but the Land Bank had examined voluminous and puzzling titles to make loans of a hundred and fifty dollars.

Moreover, many loans are made to former renters who use the money to finance purchases of land. In Harris County, Texas, for instance, fifteen per cent of the loans have been made to men who had no land, for the purpose of buying land. The owner of the land in each case took a second mortgage, on very easy terms, and allowed the Federal Land Bank to take the first mortgage. This is the beginning of great things for the renter or farm hand who has equipment and character. It may be of interest if I state in conclusion that the State which had borrowed most under the system is Texas—about \$20,000,000, and that the second State is Iowa with something like \$15,000,000.

Sternau Account Again With Sherman & Bryan

The account of S. Sternau & Company, Inc., manufacturers of canned heat and cooking devices, Brooklyn, is again being handled by Sherman & Bryan, Incorporated, New York.

Chicago Bank Has Ambitious House-Organ

The Fort Dearborn National Bank of Chicago took a quarter-page advertising space in all the Chicago newspapers recently to advertise its new house-organ, "The Fort Dearborn Magazine." This magazine, instead of circulating in financial circles and among the bank's employees, will go to the general public. Anybody who wants it can get it regularly free of charge. On each of the newspaper advertisements is a coupon which anybody interested is asked to fill out and return. The avowed purpose of the magazine as set forth in the advertising is to help upbuild Chicago, to carry on an educational campaign that people may better understand banks, to help promote habits of thrift and economy and to identify the Fort Dearborn Bank with Chicago industries.

Fashion Hints for Advertisers

Incorporate before you advertise if you want prestige. This is the fashion, according to the belief of an Italian odd-job expert, reported as follows in the *Star*, of Kansas City:

"Mister," an Italian of middle age, addressed J. Frank Flynn, attorney for the Welfare Legal Aid Bureau, "I want to be incorporated."

By questioning the Italian the attorney gained the information that his client was a man of odd jobs, mowing lawns, carrying coal, washing windows and shoveling snow in season.

"You see," explained the client, "I am going to have some advertising cards printed, and I think it would give me influence—prestige—if I say on them I am incorporated."

New Campaign of Allis Chalmers

A new line of copy for the Allis Chalmers Mfg. Co., of Milwaukee, will be placed in a special list of business papers beginning with September by the John G. Robel Advertising Agency of Chicago, which has just secured the account.

Binghamton "Republican-Herald" to Be "Sun"

The *Republican-Herald* of Binghamton, N. Y., is to be known as the *Sun*, according to the owner, George F. Johnson.

With this announcement a profit-sharing plan whereby the profits will be divided share and share alike, by owner and employees, was made known.

Miss Donath With Balinky Company

Miss L. I. Donath, who has been advertising manager of L. W. Sweet & Co., New York, and of B. Gutter & Sons, New York, is now advertising manager and mail-order promoter of the A. Balinky Company, New York.

Dutch East Indies Ripe for Trade Advertising

The Inhabitants of the Archipelago Are Seeking Closer Trade Relations with United States

By J. W. Evans

ONE of the most attractive and promising fields in the world for the American manufacturer and for the advertiser with a sales message is the Dutch East Indies.

The Dutch East Indies like and want American goods. They have a population of 50,000,000 people to consume them. They have 750,000 square miles of territory to put them into. They are signalling to us from across the Pacific to come into their market place and stay there, now that the world war has made us trade with them direct instead of by way of Europe. And since the path is open they want it made as broad and straight as possible.

Their total export and import trade in 1917 was \$520,000,000. It is still growing.

In 1918 we sent them \$20,000,000 worth of manufactured goods, and they sent us \$80,000,000 worth of their products—products we have to have, such as tea, coffee, quinine, copra, rubber and the like. That \$20,000,000 is eight times the figures of 1915. The \$80,000,000 is sixteen times the figures of 1913.

Any American exporter, any American salesman, any American capitalist who thinks he can afford to let such facts as that go without at least a vigorous and thorough-going investigation simply misses his guess. For, granting that he has something which the Dutch East wants, he passes up a unique chance to establish himself now before the crowd arrives.

One reason the opportunity is unique is the welcome we are already receiving in that region. There is no sign there of the unfriendliness and distrust which is so evident when we try to do business in South America. They don't steal our trade-marks. They

don't take it for granted that we want to gobble them up. The field is in contrast too to a country like China because conditions there are settled and stable; and the man who goes there, either with goods or with capital takes no chances. And this, in a new commercial field is a very rare condition indeed.

The Dutch East is a market for practically every main necessity we manufacture. A look at the consular reports of the United States Department of Commerce shows how their demands run all the way from the most ordinary utensils of daily life to enormous machines for oil and sugar mills, mines and railways.

WAR FORCED PEOPLE TO MANUFACTURE

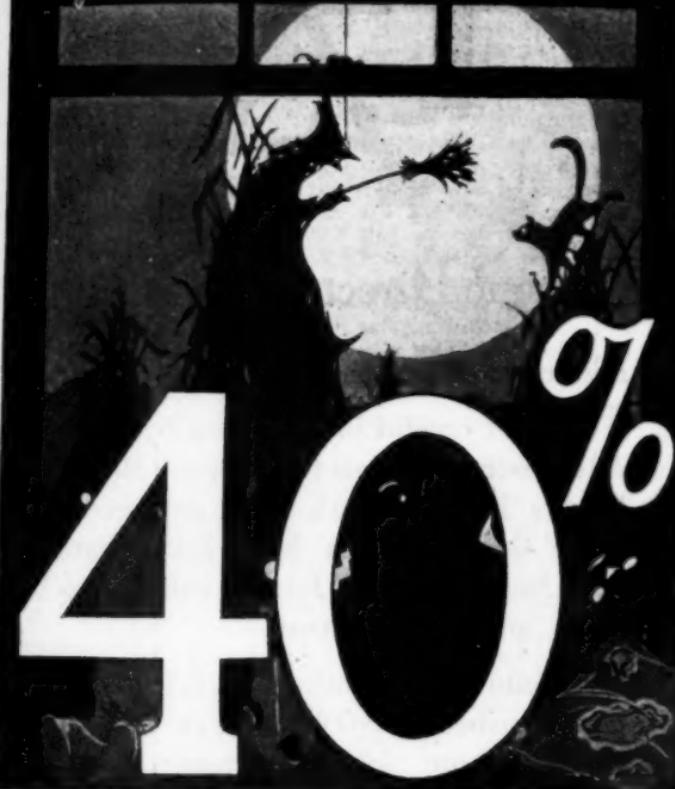
One of the most surprising things about this market has been the development in the last few years of a demand for machine tools—and yet if you ask a machine tool man if he has thought of the Dutch East he will probably tell you positively that they use no machine tools because they are an agricultural people who import all their machinery. The truth is that when, during the war, they couldn't get or have made new parts for the immense number of German made machines used in the Dutch East, they had to import machine tools and make those parts themselves. And that gave them a start; so that now they are finding it good business to make lots of small machine parts instead of importing them.

About thirty per cent of our exports to the Dutch East is steel and iron goods. And the growth of sugar mills, and oil mills, the opening of mines, the development of water power, the steady extension of railroads, the putting

Reprinted from the *New York Commercial*.

October 1919

Today's Housewife



40%

*gain in this October issue,
over same month last year*

TRA

Telephone Directory Advertising

Powerful—Comprehensive—Economical

Worthy of careful investigation by every Advertiser who wants to reach the Better Buyers in New York City and every other Community in New York State and Northern New Jersey, more effectively and at lower cost.

Look into the possibilities of T.D.A. for your business—NOW! We're already receiving copy for the October Issues.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey St., New York Telephone Cortlandt 12000

in of water systems, are causing the demand to grow apace. Also, the general standard of living among the natives is rising at a rate so perceptible that nobody with articles to sell there can afford to be blind to it. Fifty millions—that's half the population of the United States; and 35,000,000 of them are concentrated right in Java—an area one-third as great as California. And outside of Java lies the vast stretches of the whole archipelago, 3,000 miles long—a field for growth and development indeed.

The sales problem in the Dutch East is peculiar. The tremendous distances to be covered in a chain of islands as great as the journey from San Francisco to New York makes the traveling salesman a costly luxury. The method generally followed is the stationing of a representative in Java, where the population numbers 700 to the square mile. Such a representative, besides being in touch with the banks and the big commercial forces of the islands, can utilize the retail system by which Chinese and Arab traders reach out to the remotest parts of the archipelago.

Everything centres in Java. Advertisements in Java publications will reach the whole market. Among the representative publications are the Batavia *Nieuws van den Tag*, the Bandoeng *Preangerbode*, the Samarang *Locomotief*, the Soerabaya *Soerabayaesch Handelsblad*.

This is worth specific mention because the complaint is already common that Americans are not advertising sufficiently in the Dutch East Indies.

In this connection it is well to call attention to the one publication in English whose purpose is the development of the resources and trade possibilities of the Dutch East. It is the *Dutch East India Archipelago*, and is published fortnightly in Bandoeng, Java.

As this spirited little sheet is particularly keen about American trade, and devotes columns to the subject in every issue, it is worth the attention of American business men.

The colonial government of the

Dutch East Indies has recently sent to the United States a special trade commissioner to impress on American business men and bankers not only the inviting nature of the field, but also the need for proper credit adjustments in our banking system to enable merchants in the Dutch East to trade with us on a credit basis.

They picked their biggest man for the job. He is K. F. van den Berg, managing director of the Bank of Java, and foremost financial authority in the Dutch East Indies.

Mr. van den Berg's message has already been delivered in the right quarters. There is every reason to think that the adjustments he sought will be accomplished, and that the way for a continuation of this great trade which the war brought to us, will be made clear.

This, then, is the time for individual business men to act—not merely with reference to the export trade, but with reference also to the field in the Dutch East for the safe and profitable investment of capital.

Advertising Co-operation

Any action which works for the good of your trade is helpful in advancing your interests. This is a theory which the Cartinhour-Bowman Company, distributor of Federal Trucks, Indianapolis, employed when many shippers were perplexed by the railroad situation.

The company's advertisement, appearing in the daily papers of Indianapolis and other cities, read in part:

"Our service and parts are for our Federal truck owners first, but as far as we can assist other truck owners using the same units as are found in the Federal, they may avail themselves of our parts."

The company emphasized the fact that its stock of truck parts was large, and that owners of Federal trucks could at all times obtain repairs without awaiting shipments from the factory.

Irish Newspaper Publisher Is Dead

W. M. Murphy, who died on June 26 at Dublin, Ireland, was the proprietor of the Independent Newspapers, which control the *Irish Independent*, *Evening Herald*, the *Weekly Independent*, and the *Sunday Independent*, all of Dublin.

W. T. Pollock, who has been a solicitor in the advertising department of *Women's Wear*, New York, a Fairchild publication, has been made a service man in that department.

Georgia Peach Growers Learn the Power of Concentrated Advertising

The "Cracker" Product Is the Latest Member of an Ever Increasing Family of Nationally Exploited Fruits

A STATE or a community may have the foundation material for an immensely valuable market and not be conscious of it until some wide-awake advertising man digs down under the top soil and uncovers its possibilities.

Take California, for instance. What hasn't advertising done for her products?

The story of Florida oranges and grapefruit has also been well advertised. Something has been done likewise with pecans and Florida spuds are likely to be exploited next.

The Carolinas and Virginia, while young at it, have gone in for institutional copy. Peanuts have been exalted in page space and a campaign scheduled to start in the fall may spring some surprises.

Georgia is the most recent addition to this advertising family. Yet for twenty-five years, the Georgia peach has been famous the world over.

As proof of the popularity of this fruit, the State is the largest shipper of fresh peaches in the Union. Its record is exceeded only by California, but eighty-eight per cent of the latter crop is either canned or dried.

Last year Georgia shipped something like 8,000 carloads of fresh peaches, over a shipping period of eight weeks. The 1919 crop will exceed 7,500 carloads. Eighty-five per cent of the shipments of Georgia peaches have been handled through a compact organization known as The Georgia Fruit Exchange. In its main essentials it bears close relation to the Florida Citrus Fruit Exchange.

New orchards are being started yearly and there is every reason

to suppose that the figures just quoted will grow rapidly in the next few years.

Georgia has one important lead over all competition. Her peaches arrive in the markets earlier than the fruit from other shipping districts, only the late variety, Elbertas, coming in competition with the Texas and Arkansas crops.

The Georgia Fruit Exchange is a non-profit, co-operative organization. It was established in 1918 to protect the interests of the shippers and to improve the actual quality of the fruit.

At that time the bulk of the Georgia peach crop moved on consignment to Eastern markets. It has been the object of the Exchange to put the Georgia peach business on a basis of sale, F.O.B. Georgia, as it is obvious that even the most honest and reliable produce dealer will obtain better prices for peaches in which he has his own money invested than those which the growers ship on consignment.

THE EXCHANGE LIKES THE EXPERIMENT

That co-operation and the get-together idea brings tangible results is shown by the rapid strides made by the Exchange. Last season eighty-five per cent of the shipments of peaches from the State were sold F.O.B. cars, Georgia.

At the beginning of this year's peach season, it was decided to feel out the possibilities of advertising. A Southern agency was employed to blaze the trail. At first, two column advertisements were used in the West only. Then the campaign was broadened to include the smaller cities of New York, Pennsylvania and New England. Large cities, such as



"ING-RICH" PORCELAIN ENAMEL SIGNS

are Conspicuous Perpetual Reminders
which Stimulate Sales

Conspicuous because of their brilliancy, perpetual because of their construction, "ING-RICH" signs are performing their multi-duty service for scores of concerns who have been convinced, by experience, of their effectiveness and economy.

"ING-RICH" signs are not of the ordinary type. The porcelain and iron are fused together into a single-unit composition by a special process, which prevents cracking or scaling. That's why they stand the wear and tear so long without fading.

Hadn't you better investigate this sign which so many other firms have found preferable to any other sign on the market? If you'll tell us the wording and size, we'll submit a sketch showing exactly how your sign would look—and you'll get prices, too.

**INGRAM-RICHARDSON MFG. CO.
BEAVER FALLS, PA.**

A DVERTISE Your Goods in ENGLAND

If you are interested seriously, and see in England the rich, compact, accessible market it is, give us working facts about your goods and proposition. We shall report to you the conditions and prospects over here, tell you what you need to do, and clarify your mind.

We know our job: we have built the liveliest advertising service in England of recent years. You can confirm this by inquiry or get the records from ourselves.

We say without reservation that English people will buy most of the things successfully advertised in America. Brand, guarantee, and advertise your goods and you will win the most steadfast public in the world.

We can also guide and help you on the vital problem of Distribution.

Write direct to us or through our American representatives.

W. S. CRAWFORD LIMITED

*Advertisers' Agents & Consultants,
Craven House, Kingsway, London, W.C.*

American Representatives
BYOIR & HART
6 W. 48th St., New York City

New York, Philadelphia and Boston, did not enter into the plans, for the reason that the commission houses at these points, as a rule, are heavy purchasers of peaches and no education along this line is needed.

For the present at least, the true goal of the advertising is the effect it will have on the commission house and the stimulation it will give to commission merchants to buy peaches F.O.B. Georgia from the Exchange. They must be weaned away gradually from "stray consignments."

In quite small newspaper space, a brief story of the Georgia peach was told to the consumer. Size, flavor, coloring, weight, periods of distribution, where sold and universal popularity, came in for quiet exploitation.

Although there was little room for illustration, the advertisements were embellished with pen drawings of sprays of luscious peaches, peeping out from their slender, delicate leaves.

It was a distinct novelty, for up to this time there had never been a concerted effort to advertise fresh peaches. The canned variety, of course, had been presented to the public in many attractive ways, but for the consumer to see fresh peaches advertised in his daily paper immediately created interest. It is consumer advertising, and educational.

"When you buy peaches," is the spirit of the campaign, "do not run the risk of getting fruit that lacks the *real* peach flavor. There is really more difference in quality of peaches than in any other fruit. You have never eaten a peach until you bite into the Georgia raised kind."

DIFFICULTIES IN THE WAY

Georgia peaches are prime for canning and a part of the campaign elaborated upon this fact, urging the housewife to make an early start while the fresh crates were coming in. "Don't delay" was the repeated admonition. And as Georgia peaches are first on the market, naturally the Exchange wished Mrs. Canner to get

LOUISIANA & MISSISSIPPI

FIELD
and
FARM FACTS

His Worship— the Hog

IS nowhere held in higher esteem than in Modern Farming territory. This was proved by the August sale circuit of Mississippi's three nationally renowned swine breeders averaging \$584 per head on 149 Durocs offerings—\$87,030 the sales' total.

This establishes a world's record for any swine sale circuit: and most purchases were made by Southern farmers who appreciate the best to be had in pure bred stock of all kinds.

More and better livestock means improved farming and a general increase in farm buying power.

For the period 1910-1919 there were these increases in number:

Mississippi—16.6% on hogs; 27.7% on milk cows; 21.4% on other cattle; 18.5% on horses; 23.4% on mules.

Louisiana—20.4% on hogs; 30.1% on milk cows; 31.2% on other cattle; 17.7% on horses; 34.2% on mules.

Have we told you more about our remarkable livestock development. We like to talk about it.

*Copy of A. B. C. Statement
on request.*

MODERN FARMING
The Louisiana - Mississippi
Farm Paper

A. B. GILMORE
Publisher

Published Semi-Monthly
at 210 Camp Street
New Orleans, La.

Representative:
E. Katz Special Advertising Agency

House-Organ Economy

Many enterprising firms, contemplating the publication of a House Organ, have reluctantly abandoned the idea after figuring out the cost. Two big items of expense have proved the chief deterrents—the art and editorial upkeep.

A House Organ worthy its name must be conducted by an experienced editor and pictorially and typographically planned by a trained art-manager and both executives must have the co-operation of writers and artists specializing in strong "selling" copy and illustrations. A staff of editorial and art experts employed to produce a high-class business publication is naturally a much too costly adjunct to the average merchandising concern.

But we have solved the problem for those who know the value of a House Organ, yet feel that it adds too much to present operating expenses.

The Woodruff Art Service has its own experienced editorial and art staff, trained to meet every requirement of House Organ publication. This Service is at the disposal of any reputable business seeking a distinctive method of exploiting its product or inspiring to greater efficiency its employees. We can produce any character of House Organ—the size and quality determinable by the amount appropriated—and this for a fixed amount per month. You tell us what you can afford and we will submit dummies—illustrated from cover to cover or simple text.

Our Editor-in-Chief is a man who knows House Organs from every angle of serviceability. Get in touch with us—no cost to you to look over our plan.

Woodruff Art Service
31-33 East 27th Street
New York City

busy long before Texas and Arkansas brands were in.

This advertising had not been in the papers two weeks before compliments and commendation began to come in from selling agents and from members of the organization proper, many of whom knew little of the advance details. It was "selling the goods," despite its limited field and appropriation.

Advertising men experience some difficulty in handling accounts of this character, due to the fact that fruit exchanges are made up of farmers who know how to raise peaches but who are obviously ignorant of copy writing, mediums, illustrations and kindred professional elements of advertising.

There is a measure of humor in an average committee meeting. Every one is allowed his say, and there is certain to be conflicting ideas, suggestions and basic sales plans. Thus the earlier stages of such campaigns are fraught with innumerable problems.

But the moment growers discover what can be done and the immediate tug of publicity, they are far easier to handle. In this respect, agency men are fighting heroes, often protecting members of committees from their own ignorance and quietly, patiently guiding them.

In reaching out for some distinctive trade-mark feature, to unify the advertising and give it unforgettable individuality, a number of ideas have been offered. The Florida Citrus has created a whimsical little figure made of oranges and grape-fruit known as "Dr. Sealdsweet Citrus." This latter twist is encouraged because Florida believes in telling people the health properties of citrus fruit.

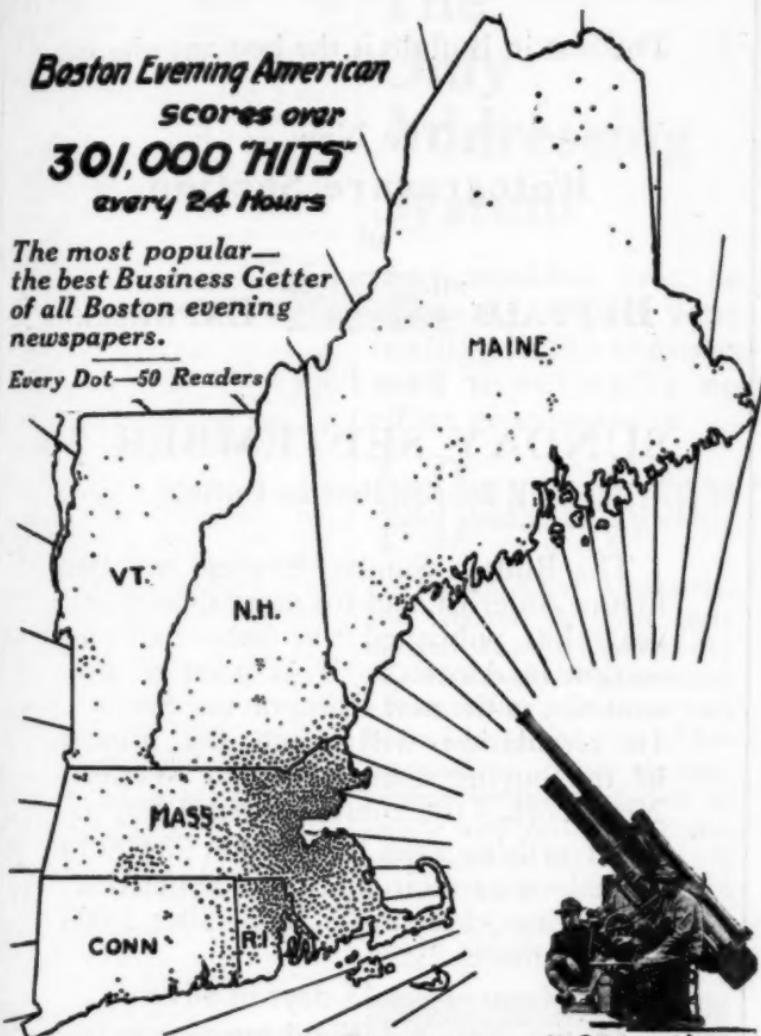
The Georgia Exchange has had suggested to it the figure of a pretty animated peach, to be known as "Miss Georgia Peach," and it is likely that this trade-mark symbol will be eventually adopted.

Extensive plans for next season's advertising are now under

Boston Evening American
scores over
301,000 "HITS"
every 24 hours

The most popular—
the best Business Getter
of all Boston evening
newspapers.

Every Dot—50 Readers



All New England is a Target for all Advertisers
—in the

BOSTON AMERICAN

Use the Big "American" Gun to Bring Down Results.

Main Office, 80 Summer Street, Boston
1789 Broadway, New York City 504 Hearst Bldg., Chicago

The best in Buffalo is the best anywhere.

The New
Rotogravure Section
 of
BUFFALO  EXPRESS.

First Issue

SUNDAY SEPTEMBER 7

Will be the Best in Buffalo

The Buffalo Sunday Express was the first in America, and for more than thirty years has published the finest halftone section in America. This prestige will continue in the new Rotogravure Section. Its circulation will reach the utmost of the buying constituency of Western New York,—the constant liberal buyers.

Advertising rates based upon 70,000 to 80,000 net paid circulation: 40c per line; 1,000 lines, 35c; 2,000 lines, 30c; 5,000 lines or more, 25c.

Last form closes 15 days in advance.

In the National Field space may be contracted through

FRALICK & BATES, Inc.

Tribune Bldg.
New York

Heyworth Bldg.
Chicago

GRAPHIC NEWSPAPERS, Inc.

450 Fourth Ave.
New York

Hartford Bldg.
Chicago

advisement. They include much larger space in many added mediums and territories.

Of course, there is a handicap. The peach season, at best, is a short one. It's all over in a surprisingly brief span, and advertising must be scheduled with accuracy. It will start, as it has in the past, well in advance of the actual shipping of the peaches, that people may be in a receptive frame of mind. Yet the danger of having people call for them before they are for sale must be watched.

Early last year indications all pointed to a record-breaking crop of peaches. The trees were luxuriant with blossoms and the farmers were exceedingly optimistic.

Then weather imps began to stir up trouble. There were exceptionally cold days, frost and driving rains. The crop was sadly depleted, and this had much to do with the restrictions placed on advertising. However, the Exchange has made up its mind to tell every State in the Union about its super-fruit and bad seasons are not a common thing.

In the near future, States will create exchanges to investigate prize products and market them nationally. Such institutions mark one of the really big advances in advertising.

More Valuable Every Month

A. S. HINDS

THE HINDS CREAM TOILET NECESSITIES
PORTLAND, ME.

Editor of PRINTERS' INK:

PRINTERS' INK becomes more interesting and valuable to me every month, and you are to be congratulated upon the strong, forceful editorial policy that has developed this publication into the most practical, informative and constructive business men's advertising and marketing publication in this country.

W. B. HAY,
Sales and Advertising Manager.

Fred Shoknecht With Bergen

Fred Shoknecht, who has been a member of the advertising department of the *Republic*, St. Louis, is now associated with Howard Lee Bergen, who operates an advertising service in St. Louis.

The Only Addressing System

that enables you to instantly adjust your mailing list to changes with practically no effort or expense is

THE BELKNAP SYSTEM

The BELKNAP Typewritten stencil is the only stencil that absolutely answers every requirement of flexibility. Changes can be made on receipt of information. Your stenographer writes a stencil as easily and quickly as she addresses an envelope. It is not even necessary to interrupt an addressing job in progress.

10427	Dec. 12	R 27
F D Belknap		
32-46 West 23rd Street		
New York N Y		

This is the form of stencil used by most publishers. Showing expiration date, order number, etc.

RAPID ADDRESSING MACHINE CO.

Belknap System
32-46 West 23rd Street NEW YORK

The Atlanta Journal

Atlanta, Ga.

Hart, Schaffner and Marx advertising for fall has started in the Atlanta Journal.

Advertising in The Journal Sells the Goods

WANTED

Advertising Specialty Salesmen

to carry a leading line of Holiday Good-Will and Business Greeting Cards.

Liberal commissions paid.

Write us about yourself, telling where you travel and what lines carried.

This is the beginning of the busy season in this line of goods and good men should make at least \$100.00 monthly carrying these as a side line.

THE DAVIS-SMITH COMPANY
Makers of Good Impressions
531 Atlantic Avenue, Boston

Propose Statue to "Mr. Punch" as War Memorial

RUDYARD KIPLING and an imposing list of English notables, including lords and bishops and admirals, have signed a letter that may mean much to the publishing business, at least in England. They propose a statue to "Mr. Punch."

These gentlemen take the stand that a publication, during war times and in peace as well, may perform a highly important mission. It may be really a public benefactor and assist materially in keeping up the morale of a nation. This is the letter:

We believe there is a widely spread feeling that "Mr. Punch" has rendered services to the national cause during the war which are deserving of permanent record. In the darkest hours he never ceased to maintain an attitude of cheerful confidence in the ultimate triumph of our arms. His good spirits encouraged our men whether engaged in the weary watch of the North Sea or in the trenches of the western front, or in Salonica, Egypt, Mesopotamia, or Palestine.

His humor has lightened the burden of the sick and wounded in our hospitals abroad, and at home. He has held up to the scorn of the world the iniquities of those who were responsible for the war and the brutalities of which they have been guilty during its course. "Mr. Punch" long ago ceased to be a figure in a periodical and became a national institution, and as such we desire to do him honor. In the days to come those who wish to know what our soldiers looked like and of what they and the nation were thinking during the war will turn to his pages as a chronicle of the time. Any permanent memorial to him should consist, primarily, at least, of a representation in bronze of his familiar figure and that of his faithful attendant (a dog), both of which are so dear to children, to whom such a statue will be a source of pleasure.

B. F. Damon Is New England Manager of Trade Press

B. F. Damon, formerly of Milwaukee, has been made the New England manager of the International Trade Press, Inc., of Chicago, and will make his headquarters at Hartford, Conn. Among the publications issued by the International Trade Press, Inc., that Mr. Damon will represent are *Engineering World*, *The Road-Maker*, and *Belting*.

... all told with love and good cheer.

ADVERTISERS

Big—Little—All Kinds—and All in

THE DENVER POST

From January First to July Thirty-first, 1919

Forced almost every issue to capacity size and from one to two days a week to a "turn away" business. They have actually been stepping on the accelerator as a continuous performance, to give us more and still more advertising. Present capacity limits size of paper to one hundred four pages. We are now spending over five hundred thousand dollars for additional building and equipment. The net result of these advertising orders in seven months was:

Total advertising, lines 7,755,944
Increase over corresponding months, 1918, lines, 2,029,944

In seven months this year The Denver Post printed eight hundred, eighty-four thousand, four hundred sixty-four lines of advertising more than the next two Denver dailies, allowing them 213,440 lines of city and state advertising, a class of business this paper does not print.

The Denver Post in these seven months printed lines of advertising:

Financial	964,846
Automobiles and tires	595,481
Magazine and books	81,531

In each of the foregoing kinds of display advertising The Denver Post printed a greater volume than all of the other Denver dailies in combination.

According to the last published government reports The Denver Post had an average paid week-day circulation of 113,261 copies per issue. This was 31,181 copies per week-day issue more than the other three Denver dailies combined reported to the government at that time. This same report gave The Denver Post an average paid Sunday circulation of 141,662 copies—87,329 copies per issue more than the only other Sunday morning newspaper in Denver reported.

A. B. C. audit of circulation, released July thirty-first, may be had on application.

Number separate classified or want ads seven months 1919:

The Denver Post	338,636
Next Denver Newspaper	98,628

Address all communications to:

The Denver Post

Denver, Colorado

Publishers' Representatives:

CONE, LORENZEN AND WOODMAN

New York.....225 Fifth Avenue	Chicago.....72 West Adams St.
Detroit.....American Building	Atlanta.....Candler Building
Kansas City.....	Victor Building

BARANGER-WEAVER COMPANY

Merchants' Exchange Building, San Francisco, Cal.



Arthur Edrop *and what he brings to the A.A.P.*

—A KNOWLEDGE of pen and brush, their limitations and more—their possibilities. He also knows advertising, the reason several national advertisers and advertising agencies are glad to use him in an advisory capacity. But best of all he knows the real meaning of *service*—this is why we were glad to add him as our Art Director.

ASSOCIATED ARTISTS OF PHILADELPHIA

Sixteen Thirty Sansom Street



Why Not Ads Written by Famous Authors?

The Irrepressible "Jackson" Would Like Ring Lardner to Write on Chewing Gum, and Doctor Crane to Dilate Upon the Merits of Toasted Titbits

By Frank H. Williams

[EDITORIAL NOTE: Since this article was written Dr. Crane has already blazoned forth as a writer of signed advertising and readers will recall examples by Elbert Hubbard and others. Evidently they escaped Jackson's eagle eye.]

"HERE'S something that strikes me as being a little strange," declared Jackson.

"Yeh? What is it?" I questioned.

"It's like this," Jackson said. "I've been looking over the reading pages and advertising pages of this very popular magazine. I find that a number of the artists whose work appears on the reading pages are also represented by signed work in the advertising pages. But I can't find a single ad that has been written by any of the skilled authors whose work in the reading pages makes the magazine sell in such enormous quantities!"

"Huh!" I exclaimed. "The answer to that's easy—the advertisers aren't selling famous authors, they're selling their own products!"

"Huh!" ejaculated Jackson in reply. "You might say they aren't selling famous artists either, but they're paying famous artists big prices to turn out ad illustrations for them, and they are running the signatures of these artists on the illustrations, too. That contention of yours is no real reason why advertisers should not take advantage of the prestige and ability of big writers in the preparation of ads.

"It looks to me," Jackson continued, warming up to his subject, "as though the national advertisers are really overlooking a good bet here. It would be an innovation, of course, to have Robert W. Chambers write an ad

for Gossard corsets, but it was an innovation when Leyendecker and other big artists were first hired by advertisers to do so-called 'commercial' illustrations. Of course it would cost a lot of money, too, but, to my mind, the results achieved would be worth the cost."

"But," I objected, "famous authors are not trained in ad writing—they haven't the technique, the 'punch,' the knowledge of the business which copy writers acquire through long experience and practice. Surely you couldn't expect a famous author, whose training has all been along the line of writing lengthy fiction, to sit down and turn out a snappy ad that would sell men's collars or women's hosiery? It just couldn't be done, that's all!"

"Don't tell me it couldn't be done!" Jackson exclaimed. "It could be done and, if anyone started it, you'd find that it would be a lot more successful than a tremendous portion of these ads that are turned out by copy writers who have never done anything but write copy and have never sold a solitary thing that has ever been purchased by the magazines for the reading pages because the stuff was so interesting and vital that the people paying money for the magazine would feel they had gotten their money's worth when they read it. Don't tell me that an author, who has been making a living for himself and family and stowing away money in the bank year after year through his free lance efforts, would not be able to make an ad for men's collars or women's hosiery just as vitally interesting and appealing as many of the stories he has been paid for by the maga-

zines! And, if he did so, his ads would be about a hundred per cent more lively and readable than many of the ads that are appearing nowadays—not particularly in the line of men's collars and women's hosiery, but in all lines.

"The proposition offers such big possibilities and the results would be so satisfactory," Jackson continued, "that I'm really surprised no one has yet tackled the matter. For instance, here's Ring W. Lardner, known to every baseball fan in America, I dare say. Why not get him to write an ad for chewing gum? A big percentage of ball fans are gum chewers. Don't you suppose all of these gum chewers who read an ad by Lardner—their favorite baseball writer—telling them to hop to it and chew a certain brand of gum, would do so? You bet they would! And that particular ad would make a deeper impression on their minds than hundreds of ordinary gum ads, no matter how clever such ads might be. Furthermore they'd talk about the ad and tell their friends about it and so give it a much wider circulation than any ordinary ad could possibly get.

"Or, suppose Dr. Frank Crane wrote a philosophical, analytical article telling why he eats some particular breakfast food every morning—if he does, which he may not, but we'll suppose that he does. Don't you suppose that ad would attract a tremendous amount of attention from people who are accustomed to buying newspapers or magazines to get Dr. Crane's articles? And don't you suppose that it would make a deep impression on these people and more easily lead them to the purchase of this breakfast food than any ordinary ad would? And, don't you imagine that Dr. Crane would put a lot more real 'meat' and really worth while reading matter into that ad than any copy writer could get into it?

"Now, again, suppose that Mary Roberts Rinehart writes an ad about her favorite automobile. She invests it with her usual felicity, humor and point. Believe

me, the lucky automobile concern whose car she wrote about would find her ad a bigger, better puller than any amount of ads detailing specifications and commenting on beauty of lines and durability.

"There are so many advantages the advertiser would gain by having ads not only illustrated by famous artists but—which is far more important to my mind—having them written by famous authors. First of all, the ads would instantly attract attention. The name of the author would assure that because it is to read good stuff by these authors that the purchasers buy the magazines. Second, the ads would be different—they wouldn't be the same. They'd be vital and human and entertaining and interesting. Third, they would be jammed full of good, sales-making stuff. Every good word the famous author had to say about the product would have a thousand times the weight of the same thing said by an unidentified copy writer. Fourth, they'd carry enviable prestige. The inevitable conclusion to be drawn by the general public regarding any product for which Robert W. Chambers, or Harold McGrath, or Irvin S. Cobb wrote an ad, would be that the product must be distinctly high class or the author would not have written the ad for the stuff. Such an ad would give more prestige to a product than half a dozen of the ordinary 'prestige building' advertisements that we see so much of these times.

"There's a big chance here for some live-wire advertising manager," Jackson concluded. "I'd like to see the proposition tried out because I believe the results would be very, very satisfactory."

"It sounds interesting," I declared, "but do you suppose any big authors would condescend to write ads?"

"Condescend?" snorted Jackson. "Say, where do you get that condescend stuff? I should think they'd be mighty glad of the chance to help the advertising business along because—if ads should ever fail to pull profitable

TRI-WEEKLY CONSTITUTION

The Sunshine of the Sunny South

500,000 COPIES

(Total for Three Issues)

Guaranteed Week Sept. 9th. This is 100,000 copies in excess of our regular guarantee to advertisers.

Reach the Best Farmers of the South

They never had so much money as now and they are in the market for necessities—also luxuries.

Southern Fall Trade Will Be Immense

This edition comes at the opening of the Fall season, coincident with marketing of the South's cash crops.

FORMS CLOSE SEPTEMBER 7TH Rate 75c Per Line, \$10.50 Per Inch

The Tri-Weekly Constitution has carried 248,802 aggregate lines of advertising so far in 1919, as compared with 134,236 lines in corresponding time in 1918.

IT PAYS OTHERS—IT WILL PAY YOU

JAMES R. HOLLIDAY, Advertising Mgr.
Tri-Weekly Constitution, Atlanta, Ga.

Eastern Representatives,
Story, Brooks & Finley,
200 Fifth Avenue, New York.

Western Representatives,
Cone, Lorenzen & Woodman,
72 West Adams St., Chicago.

A Real Opportunity for Food Products Man

A western advertising agency—the fastest growing agency in the west—has an opportunity for man with experience in national advertising and merchandising of food products. The man we want probably now occupies an important position as advertising manager or is handling large food accounts for an agency. A capable efficient man with above experience and a measure of copy-producing ability can make himself very valuable in our organization and earn commensurably with that value. This is one of the real opportunities of the country and no matter where you are or what you are doing, it is quite likely that this presents a bigger opportunity both from the immediate standpoint and in its future. All answers will be kept in strict confidence. If you hesitate about investigating have someone inquire for you.

**ADDRESS B. J., BOX 140
Care of PRINTERS' INK**

business—then there would be no more advertising, the magazines would quit and the authors be out of luck. I don't see any reason why they wouldn't write ads—they'd probably get even better pay for their work than they get from the magazines, they'd be making their names even better known and, as I say, they'd be helping business along and, surely, that is something every person, whether an author or not, should be mighty glad to have a hand in. Furthermore, they'd be associated in their work with the selfsame artists who illustrate the stuff they write for the reading pages of the magazines."

"But," I suggested, "they might think that the writing of ads was a little beneath them!"

Jackson snorted wildly at this.

"Say," he cried, "that might possibly have been the case ten or fifteen years ago when a great part of advertising was looked at askance—when much of it was untruthful and deluding. But I don't think any really intelligent man could take such a stand now when advertising is a real profession, dignified, absolutely truthful and occupying its deserved high standing in commerce and industry. I don't believe any author would think a thing like that!"

"But how about the magazines?" I interposed again. "Don't you imagine they'd object?"

"Not a bit of it!" declared Jackson, without hesitation. "The magazines are too wise for anything like that—they know that anything that makes the ads appearing in their pages better business getters, is a good thing for them. Isn't that true?"

"It sounds like it," I admitted.

"You bet it's true," said Jackson. "And you wait—you'll see famous authors writing ads yet, and signing the ads—too!"

"How long will I have to wait?" I asked.

"Well, as to that," said Jackson, "a prophet is not without honor until he starts to predict."

And, with a smile, he reached over and tore off another day from his desk calendar.



Hop Service Sales Cartoons

for

House Organs
Mailing Circulars
Dealer Literature
Salesmen's Bulletins

—are founded upon accurate knowledge of the fundamentals of good merchandising. They are in use by representative selling organizations throughout the United States and Canada.

Our semi-Annual Catalog, containing 88 sales promotional Cartoons—and "Sales Jr.", a booklet of 180 drawings of this sales character with philosophical sayings—will be mailed for the asking to interested Sales and Advertising Managers and Executives.





Fit or Misfit?

NINE out of ten letterheads misrepresent the business they stand for. Yet between the costliest and the cheapest paper; between the richest and the most indifferent execution, there is not enough difference in cost per sheet (on which important business matters are written) to warrant "economizing" (!)

Stationery is but one feature of your business, but we know how to make it distinctive; fit rather than misfit. We do good work; work that is worth its price; the kind you'll want if you are proud of your business.

The
Edwards & Franklin Co.

Distinctive Business Stationery
Youngstown, Ohio
Medal London, 1914

J. Frank Hackstaff Is Dead

J. FRANK HACKSTAFF, for many years identified with advertising interests, and who was a force in the development of "classified" newspaper advertising, died in his seventieth year on August 25 at Brooklyn, N. Y.

He started on his career in the advertising departments of newspapers in the middle West. Mr. Hackstaff found his way into advertising agency service in 1878, when he joined the staff of the agency now known as Nelson Chesman & Co., Inc., of St. Louis. Shortly after going to St. Louis he secured the advertising accounts of Castoria and Carter's Liver Pills for the Chesman agency.

Ten years later he became vice-president of the Nelson Chesman agency, and in 1890 or 1891 moved to New York to open a branch there, which he conducted for ten years.

He then bought out the agency's New York office and established the J. Frank Hackstaff advertising agency, which he conducted for a number of years. Later he became the Eastern manager, with headquarters in New York, of the Publishers' Commercial Union, Chicago, an organization which handled newspaper advertising.

Since 1913 he has been the advertising manager of the *Illustrated Companion*, published in New York by the F. B. Warner Company, Inc.

Mr. Hackstaff was known throughout the country by advertising agents, and special newspaper representatives. He leaves three sons. The funeral, attended by many of his former associates and friends in the advertising profession, took place on August 26.

electros stereos mats

O'FLAHERTY
225 West 39th Street
NEW YORK CITY

New Chain Stores

A. G. Seaman, who has been the manager of the F. W. Woolworth store in Utica, N. Y., is one of the organizers of the A. G. Seaman Company, Utica, an organization which plans to conduct a chain of fifty-cent stores.



It is our business to create advertising which adequately expresses both a product and the institution behind that product.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

They Love to Read—

OUR 200,000 SUBSCRIBERS—all young folks do. They like good books, good clothes, good times, clean sports, and their importance in 200,000 homes insures their having them, too. THE BOOK SUPPLY COMPANY have already renewed for liberal fall space to introduce Harold Bell Wright's new book to our national audience of 200,000 wide-awake young folks. Previous advertising to this eager, responsive field has taught them to expect maximum returns from their announcements in



Young People's Weekly

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

Cook's WEEKLY TRIO: A MILLION BOYS AND GIRLS
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

THE WM. DARLING PRESS
DESIGNERS AND PRODUCERS
OF HIGH-GRADE PRINTING
ANNOUNCE THE APPOINTMENT
AS SERVICE DIRECTOR OF
MR. HERBERT MILDRED
PRINTER, WHOSE TWENTY
YEARS' EXPERIENCE, IN
ADVERTISING AND GENERAL
SALES PROMOTION WORK, IS
ALSO AT YOUR COMMAND
88 GOLD STREET, NEW YORK
TELEPHONE, BEEKMAN 3710

When you buy Shirts



you look for a certain *quality* that
appeals to your discriminating taste
for reasons you could not define.

About G. & M. engraving, whether
for one color or more, there is that
same indefinable *quality* that makes
them *just right* to carry the illustration
of your advertising message.

For that very special *quality appeal*,
try G. & M.

GATCHEL & MANNING
H.A. Gatchel, Pres. C A Simson, V Pres.
Photo-Engravers
PHILADELPHIA

Opposite Independence Hall



Removal of Branding Obstructions for New Products

Amendment of "Ten-Year Clause" of Trade-Mark Law Would Make Plainer Sailing for Some Specialties of Recent Origin—Quality Standard Measure Not Reintroduced

THE amendment of the so-called "ten-year clause" of our national trade-mark law, proposed by Congressman Merritt, would come as a pleasant surprise to many advertisers. If the amendment is accepted by Congress it will mean that new specialties may take on old-established names.

Readers of PRINTERS' INK are familiar with the concession in the Trade-mark Act of 1905 whereby a mark that was for ten years prior to February 20, 1905, in continuous and exclusive use by a given trader may be registered by such user even though the mark possess characteristics which would render it ineligible to registration under the revised statute.

This exemption or exception has won Federal sanction for numerous trade-marks that, if of current creation, would be rejected at the U. S. Patent Office as geographical or descriptive or otherwise unacceptable. However, the working of the law has been to show leniency to veteran trademarks only as applied to the classes of articles with which they were associated a quarter of a century or more ago. It has permitted no advertiser to gather within his trade-mark fold new specialties that may have been added to his line. To remedy this discrimination against the younger members of the old families of commerce is the purpose of the Bill recently introduced and which has been assigned the official designation H. R. 7157. The Bill provides that if any person or corporation who has registered a mark under the ten-year clause shall have thereafter and subsequently extended his business so

"When Seconds Count"



"Publications-out
on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



**Parcel
Post
Carrier**

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. NO WRAPPING OR TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK



Every Advertiser
Knows the value of the
specialized market.

THE SALES MANAGER

Monthly

Covers a Specialized Field.

In every large institution THE SALES MANAGER-Monthly will be found on the desks of "Sales Managers"—The men who are in a position to buy YOUR products for THEIR institutions.

Mr. Seller:—THE SALES MANAGER-Monthly is \$2.50 a year. A year's subscription will make you a *better seller*.

BETTER SELLING
means BETTER PAY

The
William Edward Ross Service
150 NASSAU ST. NEW YORK, N. Y.

Intensive Circulation in Wisconsin

Of approximately 141,112 families on the farms and in small towns of Wisconsin, 66,345 read the Wisconsin Weekly League newspapers.

They represent the more prosperous buyers of Wisconsin. They read their weekly newspaper thoroughly to get the local news. For the advertiser and agent who appreciates the value of this reader interest and intensive circulation, the Wisconsin Weekly League offers the most influential entry to these families.

One order and one bill covers the entire list or any part of it.

WISCONSIN WEEKLY LEAGUE

J. WALTER STRONG, Sec. and Treas.

ELKHORN, WISCONSIN

as to include other articles not manufactured for ten years next preceding 1905 nothing in the law shall prevent the registration of the pre-empted mark in the additional classes to which the new and additional articles apply.

Readers of PRINTERS' INK have already been made acquainted with the salient features of the Barkley Bill, one of the most drastic proposals ever advanced for the regulation of merchandise branding, and it has not escaped the attention of observant advertisers that the Kelly Bill (successor of the Stephens Bill) likewise establishes new contact with the branding angle by means of its waiver which would operate to lift the exactions of the act when trademark, special brand and other marks of identification had been removed prior to resale. However, it is only a careful perusal of the thousands of bills that have been introduced at the present session of the national legislature that reveals how many are the ramifications of the penchant of the new Congress for the revision of branding practice.

In the face of the unparalleled interest in Congressional circles in the revision and amplification of the Federal statutes that govern branding it is remarkable that there has been no reintroduction of the proposal that attracted considerable attention in the closing days of the 65th Congress for the certification by Government label of "standards of quality" in merchandise. The basis of the "guaranteed standards" that were to be established supposedly at the request of a number of leading manufacturers in various lines, was to be tests and examinations at the U. S. Bureau of Standards and ample safeguards were to be thrown around the use of the authorized certificate of quality. Senator Fletcher, who was the champion at the Capitol of that proposal, has now turned to another project that might affect many advertisers, a plan to protect all Government documents by copyright. The plan is set forth in the Bill listed as S.579.

Are Your Letters Better Than Eastman Kodak's?

Or as good as those of Burroughs Adding Machine, Swift & Co., Prudential Life Insurance, Waterman Pen, Westinghouse Electric or National City Company?

These progressive concerns write good letters, but they are constantly coaching their correspondents for "better letters." They know that almost any day one weak or crude letter might lose several times the cost of my series of LETTERS BULLETINS. So they and a good list of other far-visioned firms use my one-point-at-a-time practical aids to better letter-writing and better selling.

Let me send you BULLETINS entitled "Letters That End Well," "Prune the Verbiage," "Clinching the Sale," or "Taking an Interest in the Customer." Binder containing half of either LETTERS or SELLING Series sent on approval, free of obligation, to responsible inquirers.

S. Roland Hall

First National Bank Building
Easton, Pa.



Better PRINTING

Mr. Advertiser, your advertising program will be incomplete and defective if you fail to include direct advertising. Perhaps you lack ideas. *We have them.* Perhaps you hate the details connected with art work and engraving. *We attend to them.* Perhaps you need BETTER PRINTING. *We do it.*

PUBLISHERS PRINTING CO.
217 WEST 25TH STREET *New York*

Bigger and Better Than Ever!

The Halifax Chronicle
(Morning)

The Daily Echo
(Afternoon)

Nova Scotia's Greatest Newspapers

Covers the Entire
Province of Nova
Scotia.

Canadian Press, Associated Press,
United Press, N. Y. Times Cable
Service, Special Canadian Correspondents,
Telegraphic Service.

Rate for 2500 Lines
or over
6 Cents
per Line

Combined Daily Average
Circulation for July, 1919,

Over 26,500

The Chronicle Publishing Co., Ltd.
HALIFAX, NOVA SCOTIA

CANADA

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

Institutional Advertising Combined With Specialization

New Sherwin-Williams Campaign Takes Advantage of Changed Conditions of Property-Owner Demand and Increased Building Activities

By C. L. Lemperly

Advertising Manager, The Sherwin-Williams Company

HOW to give sudden point and direction to advertising that had been wholly institutional was a question with which The Sherwin-Williams Company was recently called on to deal.

Institutional advertising might be compared to a club. It is intended to gain large ends, to cover big space, to carry great weight. But a club is usually not flexible. It cannot be readily bent, nor is it easily adapted to specific ends.

The Sherwin-Williams Company wanted to retain the momentum and larger benefits of its institutional campaign, and at the same time utilize its force in specific directions. The solution lay, it found, in putting spikes on the club, so to speak. It retained the institutional idea of advertising its products as a whole, and at the same time, by featuring certain products in response to changing demands in the market, it lost no ground.

Prior to the war, the company had been advertising its leading lines through national advertising, alternating the schedule by seasons.

Last year, while some advertisers were holding back, Sherwin-Williams decided it was an opportune time to launch a larger campaign than ever, even though its plants were overtaxed with large bulk business, mostly from big manufacturers. Consequently it opened its Products campaign.

This was entirely institutional, telling in double spreads of some particular achievement of the company as an institution. No mention was made of individual products by trade name. The campaign was not designed to bring inquiries.

During the time when this campaign was running there was little

or no demand for the household products formerly purchased in large quantities by property owners. This was due to several reasons. Prices had gone up, which naturally restricted the demand, as people figured that painting was something which they could put off. Then came the building restrictions. There was not a great deal of activity in the dealer lines while there was tremendous activity in the larger bulk lines.

The large advertising campaign was decided upon, as it had always been a policy of the company to strike out boldly when others were holding back. There was very little paint advertising competition in the publications at the time, which gave this campaign particular prominence and brought about the desired result of making the name and the scope of the institution better known. It presented an opportunity to tell the public about many of the new activities of the company, such as the manufacture of dyes, chemicals, disinfectants, coal-tar products, etc., in addition to the old-established lines of paints, varnishes and insecticides.

THE PRESENT NEED

Then came peace which brought a heavy demand for the old dealer lines of paints and varnishes from property and building owners. Painting had been put off for two or three years. Building had been restricted. Now the people were realizing that on account of the high replacement cost of building materials, painting could not be put off much longer. With the taking off of building restrictions great activity followed along these lines.

This meant that there would be

specific demand for the company's leading specialties by trade name, a factor that could not be overlooked. The institutional plan had made a decided impression and should be retained.

The solution, therefore, was to retain the "Sherwin - Williams Products" with a touch of institutional copy and to incorporate by groups into the new campaign the leading specialties which the company wanted featured.

This was worked out by retaining practically the same general treatment of the double spreads as in the last campaign, and by adding illustrations in circles showing the use of various specialties.

Groupings were arranged according to seasons, with reference to demand for exteriors or interiors, from home-owners or from manufacturers, etc.

By keeping before the public the institutional thought, and at the same time featuring the leaders, like SWP House Paint, Flat-Tone Wall Paint, Mar-Not Floor Varnish, Rexpar Outside Varnish, etc., it is logical to assume that the question has been met in a satisfactory way. The campaign retains the bigness of the former idea and adds an effective means of acquainting the public with the specific trade names of the articles manufactured.

In addition to a periodical campaign the city newspaper work will be continued on a larger scale. The individual product will be featured, with three or four other products trailing in each advertisement, retaining the institutional thought in the name plate.

The company's new plan comprehends an extension of its direct-mail and dealer display service, built around the intention of continuing to make its retail agency as attractive as possible to the old agent and to the prospective agent.

The company's sales for its fiscal year closing August 31, 1919, indicate a realization of the "Million A Month Gain" campaign launched a year ago. The sales reflect directly a condition shown by an investigation among the

company's agents and dealers. In this investigation the market situation was reported satisfactory, with brisk demand. Eighty-one per cent of the dealers reported good sales conditions, in spite of the price situation.

The price advances have been due to unprecedeted linseed oil, turpentine, and other raw material costs. Only a small percentage of the dealers reported that there was a deferring of purchases on account of the price, and even these stated that the smaller lines were selling well and that only big orders were being held up.

The situation appears to be somewhat similar to that in the automobile field where it is a question, as Ned Jordan says, whether there will be enough automobiles to go around. It is evident that there will not be enough paint and varnish to go around.

Manufacturers who have been operating on a big bulk production have been forced to switch to a peace-time property-owner production without a long preparation period. Many manufacturers advised the retail trade to get orders in early, but orders were smaller than usual. When spring came, dealers deluged the manufacturers with orders, and there appears to be a genuine realization on the part of the public that paint primarily preserves property, whereas the old concept used to be that paint primarily beautified property. As a matter of fact it does both, and painting cannot be put off without genuine economic loss.

Ensey Succeeds Bannwart in Baltimore

F. W. Ensey has been made advertising manager of McCormick & Company, Baltimore, Md. He succeeds E. J. Bannwart, who is now resident manager, in Baltimore, for Wood, Putnam & Wood Co., Inc., Boston, which agency will continue to handle the McCormick & Company account.

New Illustrating Company in St. Louis

The Modern Illustrating Company has been organized in St. Louis by W. R. Mantell and T. Uhlemeyer.

The Mississippi Valley Exposition

Working in close relationship with
The Mississippi Valley Association

Will assemble under one roof, for the inspection
of foreign and home buyers, the resources
and productive capacity of the entire Mississippi Valley

**Manufactured Products
Agricultural Products
Mineral and Timber
Transportation**

This Valley-Wide Exposition will be held annually at different cities of importance in the Mississippi Valley, and will keep the world constantly advised of its wealth and progress.

The First Annual Exposition

Two Weeks—November 13th to 27th Inclusive

will be held at the

Exposition Building, St. Louis, U. S. A.

Write for Illustrated, Descriptive Booklet,
Facts about the Valley, Maps and Floor Plans.

The Illustrated Review

CHARLES H. SHATTUCK

Western Representative

Peoples Gas Building, Chicago, Ill.

16 Years of Specializing on Color Engraving—

16 years of perfecting methods and means
—have taught us to put the most *into*
plates so that the printer can get the most
out of them.

We think the exacting clients we've served
for so long will back up our statement
that "Trichromatic plates are as good as
plates can be made."

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON C. A. GROTH

School Teachers Advertise for More Pay

City Teachers Go to the Public in a Variety of Mediums to Prove Their Case—Succeed in Getting Increase in Salary by Educational Campaign — Teachers Financed the Advertising

PEDAGOGUES have demonstrated a unique use of advertising, turning the notions of Bolshevism topsy-turvy.

It is no longer necessary to strike for more wages—the power of advertising is much more effective.

This fact has been clearly demonstrated by the advertising campaign which the school teachers of the Los Angeles Public School district successfully conducted to obtain increased salaries.

The campaign included exhibits of school work in leading Los Angeles department stores and prominent show windows; direct-by-mail literature; posters and charts of special features; illustrated feature stories; newspaper and magazine advertising; motion pictures of school work shown in prominent theatres; public speakers in churches, clubs, and other places.

Merely a few weeks of this campaign appealing to public opinion accomplished the desired results in bringing pressure to bear influencing Governor Wm. D. Stephens to sign both Educational Appropriation Bills which were at that time before him.

The newspaper ads were for the large part two-page spreads in morning and evening papers.

Startling headings were used such as: "The Truth About the Teachers," "Your Public Schools — The City's Greatest Asset," "Justice for the Foster-Parents of Our Children."

Excerpts from editorials in the *Literary Digest* and other magazines, dealing with the generally recognized low scale of teachers' salaries, were published.

Letters of endorsement of the

Semi-Weekly Journal

Atlanta, Ga.

Is the paper which reaches Southern farm homes quickly and effectively.

**100,000
Circulation**

Twice each week. Read a copy and see why it is so strong with its subscribers.

Charter member A, B, C,

**The Journal Covers
Dixie Like the Dew**

**100% Paid
circulation**

"The Farmer & Settler"

has a *paid-for* circulation among the wealthy sheep and grain farmers of the Commonwealth and New Zealand.

These readers have a higher buying power per capita than the citizenship of any other country. They are looking to American manufacturers for labor-saving machinery, automobiles and farm necessities. Reach them through their favorite journal.

For complete information write to the
British and Colonial Press, Inc.
Sole Agents in the United States and Canada
Cunard Bldg. 150 Nassau Street,
Chicago New York

An Executive of Broad Gauge is Seeking A Change in Position

At present secretary of an employers' organization. Thoroughly conversant with cost and accounting methods. Past work includes, assistant to general manager, in charge of sales and advertising; head of a purchasing department in mail-order house; office manager; copy writer and plan man with New York Service agency; a practical printer. These are some of the reasons why a progressive business house should be able to use me. Experienced in newspaper business management.

Not limited as to territory; 33 years old; married. References, data and photograph furnished on request. Salary \$4000. Address, "W. B." Box 138, Printers' Ink.

Manufacturers! Jobbers!

Are You Looking for Salesmen?

We offer a capable high-class selling organization to manufacturers and jobbers who produce a product that has unusual merit.

Our sales organization thoroughly covers New York State, Pennsylvania, Ohio, New Jersey, Connecticut and Massachusetts, and we are *alive* to the wonderful possibilities in these flourishing territories.

Our organization is financially responsible. We want to handle one or two more good lines. Can we be of service?

Write for particulars.

Continental Sales Co.
Powers Bldg. · Rochester, N.Y.

campaign by leading Los Angeles business men were also quoted.

A financial statement by a certified public accountant, accurately setting forth the additional levy necessary to grant the teachers a flat raise of \$300 per year, was given prominence, together with reasons for asking a flat raise.

Comparisons were given showing the relative positions of the twenty-six school districts in special district taxes—revealing that at that time twenty of the twenty-six had higher tax levies than Los Angeles City District. The fact was also emphasized that with the proposed increase nineteen of these districts would still levy a higher tax than Los Angeles City District.

Comparisons between the salaries of Los Angeles teachers and those of other large cities were also made, showing that Los Angeles was not relatively so high as its position in educational facilities would seem to suggest.

Even the requirements of eligibility for teachers' positions were published in this thorough campaign.

A strong appeal was made to every friend of education throughout California to write or telegraph to Governor Stephens urging him to sign both School Appropriation Bills. Also a direct appeal was made to the citizens of Los Angeles, who pay the teachers' salaries, to write to the Teachers' Salary Committee endorsing the raise.

So complete, sweeping and enthusiastic was this advertising campaign—ringing so truly of sincerity in its very frankness—that nothing but success could be its result.

The campaign was financed by a special voluntary levy on the teachers themselves.

Davis Returns to Boston Agency

John A. Davis, after serving during a period of one year as an overseas secretary for the Knights of Columbus, is again with the John J. Morgan Advertising Agency, Inc., Boston. Mr. Davis is vice-president of the Morgan agency.

Over 200,000 Each Issue

It is a quality circulation that reaches and influences the prosperous Rural classes of

The Rich Central South

¶ More circulation in Kentucky than all other farm papers combined.

¶ Larger combined circulation in Kentucky and Tennessee than any Farm paper.

¶ Greater combined circulation in Kentucky, Tennessee, Alabama and Mississippi than any Farm paper.

These Farmers Have Millions to Spend

Now is the time to tell your story, through the one efficient medium dominating this section.

THE INLAND FARMER LOUISVILLE, KY.

 Member Audit Bureau of Circulations

<i>Chicago Office:</i> JOHN D. ROSS, 608 Otis Bldg.	<i>New York Office:</i> PAUL W. MINNICK, 303 Fifth Ave.	<i>St. Louis Office:</i> A. D. McKINNEY, Post-Dispatch Bldg.
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Write for Circulation Data, Rates and Sample Copies If Interested



TWO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA

NEW YORK

NEW ENGLAND

Gives a Local Point to Your National Campaign

Take these six northern states for a try-out market. Get as near 100% distribution and then seek other "worlds" to conquer.

New England is cosmopolitan, not provincial. Here is a blend of nationalities. Shoulder to shoulder are the Yanks, Irish, English, French, Canadians and Hebrews with a fair representation of the other countries of Europe whose sons with bone, sinew and brain keep New England in the forefront. All of them read the

HOME DAILY NEWSPAPERS

Quick workers and rapid producers.

The Dry Goods man, the Clothing man, the Grocery man, the Butcher, Baker, and all other home tradesmen know that it is the home daily newspaper that sells their goods, and they will greet your salesman with the glad hand when they are informed that it is the home daily newspaper that will carry your message to the homes in their city.

Here are fifteen Star Dailies that deliver the goods.

NEW LONDON, CT., DAY (Evening)
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UNION and LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS., COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS., NEWS

SPRINGFIELD, MASS., UNION
TAUNTON, MASS. DAILY GAZETTE
WORCESTER, MASS., GAZETTE
PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT. POST and STAND-ARD TELEGRAM
NEW HAVEN, CT., REGISTER

EACH OF THE NEWSPAPERS here named is a power in its home community.

Swift Advertises Wholesale Beef Prices

Swift & Company are running a line of advertising in newspapers giving the weekly changes in the wholesale price of beef. This is done that people may know where to place the blame in case they are overcharged for meat. Inasmuch as the newspapers contain so much matter relative to alleged profiteering Swift decided the psychological moment had arrived to spread broadcast the wholesale price.

One advertisement gives the weekly wholesale price since May 3, when beef was sold to dealers for \$20.91 per hundred weight. The figures show a general downward trend with some fluctuations since that time. The wholesale price ending with the week of August 16 was given as \$17.54 per hundred weight.

Changes of Service Motor Truck Co.

R. C. Spinning, formerly assistant manager of sales and advertising for the Service Motor Truck Company, Detroit, has been made advertising manager. Frank L. H. Johnson, formerly with the Stutz, White and Simplex organizations, has been appointed manager of sales promotion. E. T. Hebrig, who has been both sales and advertising manager, will assume the duties of sales director.

New Accounts of Peck Agency

Six new accounts have been obtained by Peck's Advertising & Distributing Agency, New York. These accounts are: The Drezwell Co., Inc., New York; L. Wohl & Co., New York; Treeline Suit Co., New York; Kane & Cohen, New York; Niedelman & Hoffman Co., New York, and G. M. Piermont, New York.

Three New Accounts for Kobbé

The Indiana Truck Corporation, Marion, Ind., has placed its advertising account with the Philip Kobbé Co., Inc., New York.

This agency has also secured the accounts of the Pearson Products Corporation and the Johnson Coin Counting Co., both of New York.

Four New Accounts for Ham- ilton Agency

The accounts of Quiterite Skirt Company, Ansonia Dress & Costume Mfg. Co., Sunshine Dress Company, and J. F. Jelenko & Company, dental supplies, all of New York, have been obtained by the Robert Hamilton Corporation, advertising agency, New York.

Look at the Map of New England

Portland will suggest itself as the largest Maine place to try out your campaign.

Portland is the biggest city in Maine, and Maine is the jobbing and wholesale center of the state.

Portland is the gateway to Maine, so your salesmen can strike every place from that point.

Portland has the

Evening Express

a great afternoon daily newspaper that blankets the city. It has been the leader for years and years. Carries the greatest volume of all classes of advertising and deserves the business because it produces the greatest results.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

Ask any merchant in BRIDGEPORT where the greatest advertising results come from and he will tell you, if he is in good health, that they come from

The Post and Standard-Telegram

Connecticut's Largest Circulation

Recognized by advertisers as
Bridgeport's
Greatest Selling Force

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., G. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell Frank H. Williams
Helen A. Ballard S. E. Kiser
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 28, 1919

Advertising The thoughtful
and
Standardized friends of stan-
dardized retail prices see in the
Retail Prices present condition
of things a real opportunity for
such prices to prove their worth.
The prices can be kept down by
national advertising and then the
same advertising can make it im-
possible for any retailer to raise
them unfairly.

PRINTERS' INK told in a recent
issue about the American Ironing
Machine Company enlarging upon
its national advertising campaign
as part of an effort to keep down
the selling price of its goods. Pro-
duction costs went up, but the in-
creased advertising added so much
to the volume that a nominal addi-
tion to the selling price took care

of the profit question very satis-
factorily.

This principle of advertising is,
of course, absolutely sound. After
an article has been advertised for
a long time at a certain figure, or
after the retail selling price on it
has been fixed by custom, as many
times is the case, a large part of
the advertising good will thus
created is thrown away if the
price has to be raised.

Another way to lose prestige for
an established article is for a re-
tailer to take advantage of the
present mania for raising prices
and exact an unfair profit on it.
This is just as detrimental in a
way as the other. If a price is ad-
vertised widely enough it is going
to be a pretty hard proposition for
a retailer to dare public sentiment
to the extent of making it higher
than the advertised figure.

Too high retail prices are at the
bottom of most of the competition
the retailer is fighting to-day. In
putting the white glare of pub-
licity upon right prices, therefore,
the manufacturer not only is per-
forming a worth-while service for
retailers in general, but actually is
saving the profiteering retailer
from himself.

There is another big service
manufacturers are rendering for
themselves in utilizing national ad-
vertising to maintain prices. They
are going to prove conclusively
the truth of the much-quoted as-
sertion that advertising can keep
down cost. They now have a
chance to prove this, and if they
do prove it they will have an un-
answerable argument with which
to confound their enemies. One
of the choice charges made to
combat price maintenance has
been that national advertising
could be used as a sandbag to
force a dealer to handle certain
advertised lines. During the last
two or three years some jobbers
have advised retailers to keep
away as far as possible from ad-
vertised branded goods.

For a considerable time even
before the war some manufac-
turers felt obliged to keep edging
up a bit now and then on the re-
tailer's profit. Their producing

and selling costs kept increasing and naturally, following the law of self preservation, they tried to get back a part of this increase through higher prices to the retailer. This was perfectly legitimate, honest and necessary. The retailer understood it because he could appreciate the reasons for the advance.

But how about the retailer's profits? The prices on the goods he sold had become more or less fixed either through custom or through the effects of advertising. Thus if an article which retailed at twenty-five cents would cost him a penny more he could not sell it at twenty-six cents. If he did he would be called a robber.

Right now the retailer feels almost lost unless in about every mail he gets a notice of an increased price on something. If a manufacturer can keep his prices down and can say that national advertising enabled him to do it, then it stands to reason that he has gone a long way toward spiking the slot-machine argument.

Test the Product First

There is a manufacturer in New Jersey who has been haunted by a big idea for several years. He is confident that a certain kind of flour, put up in a particular sort of package, would interest people as to price and quality, and that they would tell their friends about it, and keep on buying it after they had tried the first package.

It would cost this man perhaps seventy dollars to try this idea out. A few boxes, a small amount of the flour ground up and the combination tried on the public, or put on sale for a trial at his own corner grocer's.

The more probable proceeding is that the idea will gradually worry him into action—he will spend a large sum of money in a big way without making the initial laboratory test, and the results may prove disappointing.

The United Drug Company, rich as it is in resources, believes implicitly in finding out first.

Six thousand women helped it

pick the odor of a new line of toilet powder. Before the company put candies on sale, it found out what kind of centres people like best, and then put them all in one box.

The same procedure is usually followed in any new line before it is distributed. The method is so logical and sensible it is curious that it is not adopted by more men with an idea of what the people will buy.

Before putting an article before one hundred million people it is a good idea to find out what a small segment of the public thinks about it.

Advertising, High Costs and the Family Budget

Advertising has become not only a really vital and integral part of business, but it is rapidly assuming a like position in our home life. Movements of national scope are most always reflected in the advertising pages, making them an accurate barometer of the public state of mind. Keeping his fingers upon the pulse of these social and economic trends and translating them into copy, is another of the tasks of the modern advertising man.

To-day we are witnessing a number of these movements. The country is in the midst of tremendous changes, which are gradually being worked out, each with its effect upon our national life. And each offers an opportunity for the advertiser. Right now, the high cost of living is the all-absorbing topic. Anyone who puts forth a plan that promises to remedy the situation is assured of a respectful and attentive audience.

Among a number of advertisers who are alive to the opportunity are some of the large meat distributors. In the meat industry one of the causes of high prices has been the insistent demand of the consumer for certain cuts of meat, with very little demand for other portions. With the idea in mind of equalizing to a larger extent the demand for the various

cuts, several of these firms have issued cook books, which tell of delicious dishes than can be made from the cheaper cuts.

It is really a campaign of education in better buying that is thus being carried on. The housewife is impressed with the figures given in the books, which show how much of the animal is going to waste, the prices of these cheaper cuts as compared with the better known portions, and she is interested because it offers a practical method of reducing the family budget. Both parties benefit by the plan; the housewife by getting her meat cheaper; the meat distributor by disposing at a good price of that which was formerly an elephant on his hands.

Doesn't this suggest an opportunity for advertisers of all sorts of food products? Wasteful buying is one of the contributing causes of the present high-price era. There are any number of advertisers who can inject this new note—this appeal for careful buying—into their copy.

Surely it is a most timely topic, one on which the need of proper education is apparent, and in which the public is intensely interested. Of course, timeliness in text is by no means new. In these days of kaleidoscopic changes, however, cashing in on underlying impulses and riding in on the tide, is a copy slant of infinite possibilities.

The Super-lative in Dealer Literature

There is one serious, fundamental weakness in much of the advertising literature that is sent to the dealer. It says things that the careful dealer, himself, would not say. That is the principal reason why the retailer objects to using many of the so-called "helps" that are sent to him.

In preparing this material many advertising men apparently forget that most merchants carry competing lines. For this reason progressive retailers will not use advertising matter that makes unfair comparisons with his other lines. The manufacturer may think his shoes are the best and

he may be truthful in making that statement. The dealer, however, in many cases, would not care to stand sponsor for any superlative statement. Even though he may honestly believe that Blank's shoes are the best, he does not wish to compare them in this fashion with other good shoes he may be handling.

The careless and unnecessary use of the superlative has sent many a ton of "helps" into the rubbish heap. Just the other day an observant retailer said to me: "Here's a fine brass sign, which must have cost a good deal of money, but it must be thrown away, because it reads: 'for hosiery at its finest, say Jones.' Now it happens that I also carry a better grade of hosiery than Jones, but I would not care to call even this other grade 'the finest,' because it is against my policy to make any invidious comparisons between my lines."

This use of the superlative is particularly offensive where the manufacturer makes the obnoxious statement over the dealer's name. This is often done. Many retailers will permit wide liberties where strong claims are made over the signature of the manufacturer, but they won't let the manufacturer put these claims into their words. And in this they are sensible. It must be remembered that once a dealer's name is attached to a piece of advertising, it becomes his own message and is accepted as such by his customers. The fact that it was prepared and paid for by a manufacturer makes no difference.

Advertisers should stop thinking that a certain dealer is "their" dealer. He isn't. Other manufacturers also have an interest in him. With that thought in mind, it should be easy to prepare selling literature that will say what the dealer would be likely to say himself.

Coons Returns to Gimbel Brothers

Sheldon R. Coons, who has been with Lipman, Wolf & Company, New York, is again with Gimbel Brothers, New York.



A New Idea in Advertising Clothes

WITH many manufacturers of clothes identified in national advertising over a long period of years, it was no off-hand task to give a new national advertiser of clothes an immediate place in the sun.

Yet the means was at the finger-tips of the advertiser. Style begins somewhere; and for the American men style in clothes begins in New York. Therefore, it was as forceful, as it was fitting, that Monroe Clothes should make its debut to the world in the character of "The New York Idea." Its efficiency has been proved by the fact that it sold the entire output of Monroe Clothes

on the strength of a portfolio presentation to the dealer.

There is a new, individual, and characteristic idea to give any product a national name and fame. This is notably true at this time of wearing apparel of every description.

You owe it to your product to know that you are advertising in the best way possible. If you have never advertised your product directly to your market, you owe it to yourself to do it at once.

We can help you to a seat in the advertising sun. Send for "The Best Advertisement in The World."

NEW YORK
58 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter-Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, President
H. A. GROTH, Secretary and Treasurer

WILBUR D. NESBIT, 1st Vice-Pres.
ROBERT E. RINEHART, 2nd Vice-Pres.

Who Belongs?

When you are invited to join a new club it is natural for you to enquire who the other members will be. It is a pleasure for PRINTERS' INK MONTHLY to announce that the following concerns have joined the ranks of the MONTHLY'S advertisers. Their copy will appear in the October issue.

American Paper Mills Corp.	Charles Francis Press
Amsden Studios	E. F. Gardner
Architectural Forum	Gotham Studios
N. W. Ayer & Son	Charles E. Howell
R. J. Bieger	H. K. McCann Co.
Binger & Co.	Milwaukee Journal
Brooklyn Standard Union	Minneapolis Journal
B. & B. Sign Co.	Neo Gravure Printing Co.
J. M. Bundscho	Ivan B. Nordhem Co.
Chicago Daily News	L. C. Pedlar, Inc.
Chicago Tribune	Postage
Committee on Newspaper	Wm. H. Rankin Co.
Research	C. E. Ruckstuhl, Inc.
C. H. Dexter & Sons	Benjamin Sherbow
Edwards & Deutsch Litho. Co.	George Seton Thompson Co.
Ethridge Association of Artists	J. M. Vandergrift, Inc.
G. P. Farrar	Artemas Ward

If your name isn't in the above list, we shall be happy to place it there just as soon as we get your space reservation.

You have less than two weeks to get in your copy. First forms for the October issue will be closed on September 10.

Let us have your reservation now; copy can follow.

PRINTERS' INK MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue	Aug 14, 1919		
Edition Ordered	15700	13500	13500
Actual Run	15700	13510	13530
New Subscriptions Received	133		
(a) 6 mos.	13		
(b) 1 yr.	118		
(c) 3 yrs.	2		
Discontinued	60		
Renewal Subscriptions Received	176		
(Prior to expiration 158 after expiration 18)			
(a) 6 mos.	2		
(b) 1 yr.	172		
(c) 3 yrs.	2		
Net Paid Gain	91		
Net Paid Loss	—		
Total Paid-in-Advance Subscriptions	X 13015	11342	11352
Newstands Sales	1923	1440	1203
(a) American News (net sales)	1660	1160	623
(b) N. Y. City (net sales)	—	—	409
(c) Direct Out of Town (net sales)	263	280	171
Copies Mailed to Regular Advertisers	24	16	119
Copies Mailed to Single-Insertion Advertisers	185	122	70
Extra Copies to Advertisers	—	—	8
Advance Copies	—	—	30
Uncut Copies for Bound Volumes	175	175	200
Samples	—		
(a) Requested	—		
(b) Unrequested	—		
Office Sales—Current	99		
Changes of Address	—		
Duplicate Copies	6		
Back Numbers on Subscriptions	—		
Service	—		
Miscellaneous Office Use	136		
Total Number of Copies Printed Since January 1	472,684		
Average Edition from January 1 to Date	14,324	13,104	13,876

X HIGH WATER
MARK

Signed Frank Meeks

CIRCULATION MANAGER

A Business Opportunity

A large manufacturer, building new national sales organization in grocery and drug trade-marked specialty lines, has openings for real salesmen willing to travel until territory or district assignments are made as result of demonstrated ability.

Salary and expenses, with commission and bonus or advancement on results.

New products are nationally advertised and backed with definite sales policy appealing to highest grade trade.

Work affords unusual training and experience, qualifying young salesmen for executive advancement.

Write application letter stating age, experience, height, weight, and beginning salary expected.

Interview will be arranged, at Company's expense, if interested by your letter. Address: Manager Food Dept., Room 1632, 25 Broad St., New York, N. Y.

Good Reason for Not Using "Scare Copy"

BERRIEN COMPANY, INCORPORATED.
NEW YORK, August 21, 1919.

Editor of PRINTERS' INK:

For a good many years the subject of "scare copy" has been debated pro and con in your columns. It occurs to us that it might be interesting to your readers to note the position taken by the Glass Founders' Corporation, who have written to us in connection with advertising of their non-skatterable glass for wind-shield and other glass parts of an automobile, as follows:

"As we are building for permanence our advertising must be laid out along soundly stabilized lines. This at once precludes the use of those sensational advertisements usually known as 'scare copy.'

"We feel that our own best interests, and the best interests of our customers will be served by bringing forcibly to the attention of the public the one fact that our non-skatterable glass is safe—that glass risks or hazards are no longer necessary.

"We are selling a glass that is safe. We feel that there is only one proper way to present this to our customers—through soundly grounded advertising, showing this element of safety rather than through scare copy devoted to showing the dangers of common glass."

Note the reasons in the above quotation—"building for permanence along soundly stabilized lines."

BERRIEN COMPANY, INC.
J. G. BERRIEN.

A Bank Advertising Canadian Vacations

Canada is the land for a vacation, according to newspaper advertisements of the Union Bank of Canada.

The advertisements invite Americans of discriminating taste, who seek travel and recreation, to try Canada for a vacation spot, anywhere from Nova Scotia to British Columbia. The information that approximately \$50,000,000 is spent by tourists in Canada in a year is given in the copy.

The advertisement, of course, does not dwell on specific expenses, but following the information of the annual tourists' expenditures there is a statement that: "Travelers' Cheques and Travelers' Letters of Credit may be obtained at the New York agency of the Union Bank of Canada."

Merrick is Newspaper Advertising Manager

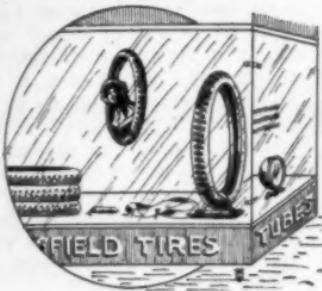
L. H. Merrick, former editor of the *Times Recorder*, Zanesville, O., and during the war publicity agent for the free employment bureau in the State of Ohio, has been made advertising manager of the *Daily Jeffersonian*, Cambridge, O.

Edward
the sale
Detroit
New Yo

Edward H. Douglass, who was with the sales promotion department of the Detroit Cadillac Motor Car Company, New York, at Newark, N. J., before

entering Government service during the war, is now a member of the advertising department of the General Motors Export Co., New York.

DURALITE **TRANSPARENT** **WINDOW POSTERS**



THE SIGN THAT SELLS THE GOODS

**DURABLE . .
TRANSPARENT
BRILLIANT . .**

Send for
Samples & Prices.

The United Service Selling Co.
1905 Euclid Avenue . . . Cleveland, O.

We have some good territory open for live agents.

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 17,000 Daily

Flat Commercial rate 50 cts. per inch
Afternoon Paper, Sells for 2 cents
Carries over a page of want advertisements



FOR CANADIAN ADVERTISING

2000

CALL IN
SMITH, DENNE & MOORE

—, — TORONTO

Montreal

The Little Schoolmaster's Classroom

WHY should a large corporation, which owes much of its success to the efficiency and politeness of its salesmen, neglect to impart a sense of manners and deportment to its office boys?

The Schoolmaster asked himself this question the other day when he called on an official of a company whose name is known all over the nation. A tousled-haired lad took his card. Returning in a moment to the door of the waiting room, the boy opened it half way, and signified that the visitor was to enter, by snapping his fingers and jerking a thumb over his shoulder.

Mark Twain once devoted a fierce diatribe to a railroad ticket agent who showed himself snarly and impatient, but he concluded philosophically that after all the agent was perhaps not to be blamed—he was doubtless merely reflecting the manners of the president of the company.

This was one of Mark's sly digs, of course, but at the same time his conclusion had a grain of truth in it. The office boy is, to no negligible extent, the public representative of the corporation, official, or public man by whom he is employed. He is a human advertisement. He is generally at that impressionable age when he is peculiarly liable to be affected by the temper and temperament of the man whose sanctum he guards.

One of the great business institutions which recognizes the value of well-trained office boys is the National City Bank of New York; so much so that it publishes two neat manuals, one as a guide to pages, the other to messengers. In the foreword is this telling sentence: "The National City Bank is judged by the way in which its representatives conduct themselves."

It may be that some firms approve of roughness in the manners of office boys, since it is part of

the duty of the latter to ward off importunate solicitors. But what is likely to be the effect on a possible prospective buyer?

* * *

Oil is easy to sell these days—almost as easy as oil stocks. Oil is on men's minds like gold in '49. The Schoolmaster heard yesterday of a concern marketing lubricating oil, which put a likely looking youngster out on the road as a salesman without much explanation about its product. His first call was on an engineer in a large power plant, a big user of oil. The engineer, skeptical of the particular brand, and wise to the youth's inexperience, said, "Will this oil gum?"

"It gums beautifully," said the youth.

This is a true story. The point to the incident, if it has one, is that it is still good business policy to ground salesmen in the fundamentals of the proposition before sending them out to sell goods. Despite all that has been said on the subject, this is a matter that is too often forgotten.

* * *

The waitress in the little restaurant had been courteous, attentive and efficient, so much so that when the Schoolmaster arose from the table he was moved to ask her name.

"I want to tell the manager, when I go out, that a girl like you is a credit to the establishment and that service like yours is calculated to bring me back again," he said.

The lady blushingly gave her name and the Schoolmaster, at the cashier's desk, asked for the manager. That worthy stepped forward, his face set and somewhat hostile.

"I just want to say," said the Schoolmaster, "that Miss —, who has just waited on me, is a clever and efficient girl and I wish to congratulate you on her courteous service."

An Unknown Industry

For a host of people who might find in it a market for their goods, the LUMBER INDUSTRY is an unknown quantity. It is an uncharted sea for which we stand ready to supply full sailing directions.

Ask and ye shall be shown!

We dote on questions,—and we answer them.

We are co-operating with the country's leading advertising agencies and with many of its largest advertisers. The more the merrier.

Here is an industry that leads all others in the number of its employees, and ranks among the foremost in the amount of capital invested and in the value of its products.

Here is an industry whose Commissary Stores sell each year general merchandise running into many millions of dollars.

Here is an industry that consumes products having a tremendous range—from woods gloves to locomotives, as an example—and an industry in which credits are almost without hazard.

What would *you* like to know about it?

LUMBER

Publication Office *Eastern Executive Office*
Arcade Bldg., St. Louis, Mo. 243 West 39th St., New York

George Seton Thompson Co.

Planning	Advertising	Booklets
Copy & Art		Circulars
Printing		Catalogs
Mailing		House Organs

122 West Polk Street, Chicago
Wabash 7316

WHAT AM I BID?

On a list of Preferred Wisconsin Farmers, approximately 15,000 names, very recently compiled by Boyd's City Dispatch. Value \$65.00. Highest bidder gets it.

Address: G. F. Box 141, care
Printers' Ink

Collins-Kirk-Inc.

Merchandised Advertising
332 So. Michigan Ave., Chicago

Advertising Electros

Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

A Correction

In our ad in *Printers' Ink* of August 7th, page 106, the word "Explicitly" was inserted by error. The line in which this was used should have read "Business Papers Exclusively Will Be Used." This referred to the campaign of the Mutual Truck Company.

Building Supply News

and

Brick and Clay Record

610 Federal Street Chicago

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter-Display Cases

The manager's whole demeanor underwent an instant change. A beaming smile replaced his frown.

"I appreciate your coming to me like this," he said. "Yours is the first commendation we've had in a week, though plenty of customers seek me every day to make a kick. I'll see that the girl gets credit for what you say. It would help keep us all in good humor if our patrons when pleased, would say so instead of keeping silent until they find something to condemn."

Long after he had gone the Schoolmaster remembered the pleased expression on the faces of the girl and the manager. He was filled with quite a glow. He resolved anew to lose no opportunity thereafter to give prompt thanks for prompt service. He advises the class to do likewise and enjoy the satisfaction to be derived from proper oiling of the machinery of human relations. The principle is not new, but needs to be occasionally reasserted.

* * *

A member of the Class sends the Schoolmaster a newspaper clipping in which it is remarked that not infrequently "the etiquette editor" is consulted by young ladies who seriously ask about the proper "ceremonies" to be observed in connection with the receipt of a box of candy.

When a beau calls with a box of candy which he bashfully produces from under his arm, is it the proper thing to open the package at once and invite the young man himself to have some? May the candy be passed around among other visitors or members of the family who may be present? Or should the young lady put the candy aside for later and private consumption, on the principle that the gift is intended for her alone? These are some of the problems with which anxious lasses who are for the first time receiving formal "company" are concerned.

"Seems to me that here is a chance for some live candy manufacturer or dealer to tie up with such a human craving for instruc-

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tion in good form," says our member. "Why not a booklet or folder on 'Candy Etiquette' incidentally carrying the name and message of the maker? It could be enclosed in each box or distributed by mail."

The Schoolmaster agrees. The receipt of her first box of candy from a male admirer marks an epoch in a young lady's life. It is a visible trophy that can be seen by her friends, an open tribute to her charms, a sign that the young man is "sold" on her personality. The advertiser who can connect his message with one of these often-overlooked but fundamental human interests may be sure that his name will be a treasured one.

* * *

A member of the Class contributes this choice bit, the moral of which needs no comment:

"To-night I squandered 30 cents at a movie, and when walking to get the Owl for Boston, noticed at 42d and Broadway a rough piece of cardboard; uneven edges: looked as though salvaged from any ash can—posted alongside a newsboy. It was printed:

Going on Vacation
Aug. 22 to Sept. 2.
SHORTY

"In earlier life Shorty met with misfortune. His legs are gone to the hip. He undoubtedly has won many friends, selling his papers, day in, day out, rain or shine.

"New York is composed of thousands of shrewd, tight fisted business men during the day. Yet this small sign, done perhaps with a piece of coal—anyway, with the earmarks of the rankest amateur—perched beside Shorty—legs gone, but smile on face—gave a tug at the heart and purse string. And the way in which others have already contributed or followed suit made me soliloquize; there is something after all in plain, homely cardboard, not elaborate, but in a setting bound to bring home the bacon."

That sale of army food supplies through the parcel post will make every postmaster get a piggly-wiggle on himself.—*The Arkansas Gazette.*

We sent you a sample
Mr. Circulation Manager

Did you lay it aside? You're losing out! Those who grasped the idea—realized the pulling power of—

PALLEN'S

NEW MAIL ORDER DEVICE

are reaping the greatest percentage of subscriptions, renewals and classified, per thousand mailed of any method they ever adopted. Send for another sample. You'll open your eyes.

Address, J. PALLEN & CO.,
Columbus, Ohio

Dominates Its Field

**LOS ANGELES
EVENING HERALD**

Circulation

127,773

DAILY

Member A. B. C.

**ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY**

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now using
ROTOGRAVURE
INSERTS
There must
be a reason

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders	3 1/4 x 6 1/4 in.	\$8.00
	Each additional thousand		2.50
1000	4-page Folders, 4x9 in.	10.00
	Each additional thousand		3.50
1000	4-page Folders, 6x9 in.	13.00
	Each additional thousand		4.50

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

ZEEN-YAH, O-H-I-O

XENIA, OHIO. Heart of one of the richest Agricultural districts in the U. S. Reached ONLY and WHOLLY by the Evening Gazette and Morning Republican.

MICHIGAN
BUSINESS FARMING
Michigan's Greatest Farm Weekly
80,000 BUSINESS FARMERS 45¢ PER
Michigan has 210,000 farms and over
175,000 Farm Owners
Geo. M. Slocum, Pub. Mt. Clemens, Mich.

**If You File Rate Cards
You Need
Barbour's Rate Sheets
Write Us Today**
538 South Clark Street, Chicago

PRINTING Real Service

The REFFES-SANDSON CO.
Printers of Color and Halftone work
314 EAST 34TH STREET NEW YORK CITY
PHONE MURRAY HILL 6-501-3

Mail Order ADVERTISING

An advertiser who had an excellent article, sold by mail, and over counters, found that his latest series of advertisements was failing him. He came to us for counsel. We omitted four words and added three to fill the gap. The advertiser's records show over 125 per cent. increase in business since the change. That revision, it took us years to learn what to do in minutes. Write, telephone or call: 16 East 45th Street, New York; 10 East Madison Street, Chicago.

SCOTT & SCOTT

Are Big Words Impressive?

The *Literary Digest* tells us the ability of big words to inspire respect, when the same idea expressed in ordinary terms would fail to impress the hearer, has often been noted.

The label on a brand of clay potter informs the reader that the marl is "composed of the finest anhydrous and levigated argillaceous mineral."

These words are considerably more impressive than would be the simple statement that the product is nothing more than a dry and finely powdered clay.

Our attention is also called to another "Professor," a shrewd and pretentious quack who dispensed a pinch each of salt and sugar in hydrant water, \$5 for two ounces. He did not say it is quite the following, but might have used these words with perfect truth:

"My preparation is composed of mineral quantities of a member of the disaccharid carbohydrates, derived from the hexoses and capable of yielding two hexose molecules by hydrolysis, having as a general formula $C_{12}H_{22}O_{11}$, and crystallizing in monoclinic prisms, together with an interesting chemical combination of sodium and chlorine, which, in its natural state, forms anhydrous, cubical, or octahedral white crystals. These are dissolved in a colorless, limpid fluid compounded of hydrogen and oxygen."—"Graphite."

Fundamental Facts In Milk Question

Fundamental facts are overlooked at times, and especially so in the present fight to reduce the high costs of food. Milk is an important part of the food supply and the price of it is a question that is ever with us.

The importance of milk as food is such that the Telling-Belle Vernon Company, a dairy company, of Cleveland, Ohio, found it necessary to use advertising to warn the people of the city that any action which seeks to obtain milk from a source other than from a dairy, which is "properly safeguarded to insure its purity" is "penny wise dom."

Its advertisements continue on other phases of the subject, informing the readers of Cleveland newspapers that: "To assume that milk in any other form can be better or cheaper is penny wisdom."

"Milk is most healthful and nutritious food available, and while it has advanced in cost along with other commodities, it is low in cost compared with other food products.

"There is no substitute for pure, fresh milk."

Joins Beckwith Special Agency

Witold Markwiz, recently with the Bush Advertising Service, and previously with Blackman-Ross Company, both of New York, is now connected with the New York office of the S. C. Beckwith Special Agency.

Parcel

The next
Spain after
correspondent
The excise
September
The trea
Balearic
possessions
weight in
parcel mail
Customs
for Spain
destined for
Ireland.

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Parcel Post With Spain Agreed Upon

The new parcel post convention with Spain after long years of exchange of correspondence has been agreed to. The exchange of parcels will begin September 1 pending final ratification. The treaty includes service to the Balearic Islands, Canary Islands and possessions in Northern Africa. The weight limit is eleven pounds and each parcel must be accompanied by three Customs declarations, when destined for Spain, and two declarations when destined for the Balearic Islands, Canary Islands or Northern Africa.

The rate is twelve cents a pound or fraction, but when the parcels are destined for the Balearic Islands or the Northern Africa possessions each parcel must carry in addition a 5 cent stamp for transit charge; and when destined to the Canary Islands, 10 cents.

Work to the Limit Will Cut

H. C. of L.

The gospel of work and of production is really more important today than it was during the war. Then men were quickened by the living reality of the war. To-day they must be quickened by getting a new realization that the war is still on in that broader battle of civilization against anarchy, of a well-fed world against a starving world, and except through work and increased efficiency of man and machinery power no solvent for the world's problems can be devised by any human agency.—*Manufacturers' Record*.

Our Trade With Japan

One-half of all the foreign trade through the port of Yokohama last year was in buying from or selling to the United States, according to the Yokohama Chamber of Commerce. Less than 5 per cent of all this trade was carried in American vessels.

The total of business between the United States and Yokohama for the year was 250 million dollars. Exports to America were twice the value of the imports from America.

Burnham & Ferris, New Agency in New York

Rufus Bradford Burnham and Henry Ferris, Jr., both of whom were formerly associated with the Joseph Richards Co., Inc., have organized an advertising agency in that city.

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circula-
lar, Rates and full par-
ticulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

BUILDING SUPPLY NEWS

Recognized in the Building Field as
"The Dealers' Own Paper"
610 Federal St. Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

BUILDINGS
and BUILDING MANAGEMENT
Great shortage in offices and apartments.
This means many new buildings next year.
The owners and managers are planning for them now. They can be reached only by advertising in this paper.
City Hall Square Building, Chicago

Vulcanizer & Tire Dealer

Published Monthly by
CLASS PUBLICATIONS, INC.,
418 South Market St., Chicago
Serving The Associated Vulcanizers and Tire
Dealers of The United States

"GIBBONS Knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Artist: A plant specializing in high-grade printing needs experienced advertising artist. Fine working conditions, good salary and permanent position. Skinner & Kennedy, St. Louis, Mo.

ADVERTISING AGENCY

wants young man who has some natural selling ability, together with actual experience with wholesale or retail drug house. State full particulars regarding yourself. Box 615, Printers' Ink.

MAKE-UP

An experienced man or woman to assist in the make-up of one of the largest trade publications in the world. State age, experience and salary expected. W. A. C., P. O. Box 803, New York City.

Advertising copy writer with advertising agency experience. Idea man preferred. State age, experience and salary expected. Address: W. A. Krasselt, care of The Cramer-Krasselt Co., Milwaukee, Wisconsin.

Wanted: A high-class copy writer for aggressive department store advertising. One who can really write because of experience. No others need apply. Man or woman. Please give all particulars and salary desired in first letter. Box 622, Printers' Ink.

Artist—To assist in the growing advertising department of long-established trade paper. Unusual opportunity for young man who can letter well and who has experience in copy writing. Box 643, Printers' Ink.

LAY-OUT MAN WANTED

Young man familiar with types and laying out copy for newspaper advertising. Permanent position with long-established advertising agency handling rapidly growing volume of business. Replies treated in confidence. Box 624, P. I.

Man with dealer viewpoint, to handle our merchants' service work. A former dealer who understands modern advertising and selling methods, will qualify for this job. This is a good opportunity for a man who understands the problems of the local merchant and has the spirit of helpfulness and desire to be of service to his fellow men. We are the leading manufacturers in our field and have national distribution. Give phone number with address. Write Box 613, care of Printers' Ink.

Industrial concern has opening for young man who can prepare advertising copy, booklets, etc., and can also letter, draw and make photographic layouts. State salary expected and send specimens. Congenial, permanent connection with excellent possibilities. Address: "D. D." Box 618, Printers' Ink.

Men of Force And Character Can Cash In On unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

Wanted—Manager for Mechanical and Service Department of Chicago Agency. One having advertising agency experience preferred. Must be familiar with ordering drawings, engravings, etc., and be able to dictate good letters. Right man can eventually make this a big position. Reply by letter only, giving age and experience. All replies will be treated confidentially.

JOHNSON, READ & COMPANY,
202 South State Street,
Chicago, Illinois.

A Job You Can "Live"

Men who have been looking for jobs into which they can willingly put every ounce of their energy and interest, can find those positions with us. We offer memberships in the Advertising Department of our "business family" to young men who are seeking an opportunity to make good.

We have jobs open for creative men who can write booklets and do editorial work.

The other jobs require an understanding of local newspaper advertising—in application to the retail merchant's business; ability to write copy and make layouts is an advantage.

The spirit of fellowship and helpfulness which you will find in our organization will make your work a pleasure and a profit, a job you can truly "live."

Apply by letter, or interview L. D. Woodrough, Vanderbilt Hotel, New York City, September 1st.

THE MONITOR STOVE COMPANY
(The Monitor Family)
100 Years in Business
CINCINNATI, OHIO
"Good People to Work With"

CIRCULATION MANAGER WANTED
BY A HIGH-CLASS WEEKLY; ONE CAPABLE OF PROMOTING NEW YORK CITY AND NATIONAL CIRCULATION. Unlimited opportunity for five men on a live publication located in New York. Write, giving full particulars. Box 634, Printers' Ink.

CORRESPONDENT AND ORDER DEPARTMENT EXECUTIVE

By a large specialty manufacturing concern located within sixty miles of Cleveland. Must be experienced and qualified to handle and direct orders on a large scale and handle the correspondence pertaining thereto. State age, education, experience, salary expected and send photo if possible. Correspondence held strictly confidential. Box 627, care of Printers' Ink.

Young men to "sell" the advertising service of a manufacturer to its local dealers. We are national advertisers and supply free, many dealer helps; others we sell. We want men with a combination of advertising and selling ability. Must be competent to assist the dealer in promoting a local campaign. Give phone number with address. Write Box 614, care of Printers' Ink.

SALESMAN

A well-established, conservatively managed manufacturing company has an opening for a high-grade, thoroughly dependable salesman, about 30 years of age. The man we want must be a good salesman, big enough to talk to big men, but not too big to get down to brass tacks with the country store dealer. His work will be to promote the sale of our product by working with the sales organization of a large jobber distributor (who already has had 4 years' successful experience with the line, present sales \$200,000 per year). Jobber has over 100 salesmen and is located in Cleveland and Toledo and covers Ohio, Indiana and Michigan. Box 636, Printers' Ink.

**COPY WRITER
WITH SELLING EXPERIENCE**

WANTED

The largest manufacturer of an essential labor saving machine has an opening for a young man who seeks an opportunity with a real future.

The man we want is about 30 years of age, and by reason of his selling experience and ability as a copy writer, can plan his work intelligently and prepare strong copy.

We require an earnest young man who is willing to demonstrate that he has qualifications that will eventually fit him for broader responsibilities in an executive position.

State experience, salary desired and age. Box 623, Printers' Ink.

A large, well-known and influential engineering publication will soon need a competent advertising representative in Philadelphia and adjacent territory. Those who are by experience or otherwise fitted for this position please write, stating education, experience, age and salary expected. Box 641, Printers' Ink.

Small Agency with good connections and wonderful future desires good copy writer and layout man of experience. Must be capable of creating and handling accounts; compiling booklets; catalogs; etc. Must handle some details and use typewriter. State salary and send samples with reply. Joplin-Pugh Advertising Agency, Little Rock Arkansas.

Wanted—A man to manage entire business of a nationally advertised specialty with a small factory in New York City. A knowledge of books and general office detail; supervision of factory and purchasing of supplies. Ideas of advertising and sales. If you have had similar experience you can earn \$3500.00 a year with good prospects. Box 630, care of Printers' Ink.

CAPABLE ASSISTANT

Young man or woman to act as assistant to Advertising Manager of a large specialty manufacturing concern located within sixty miles of Cleveland. Must have a good education, be capable of taking charge of details, and write copy. Some advertising experience and knowledge of stenography valuable, but not essential. Give age, education, experience, minimum salary, and send photo if possible. Correspondence held strictly confidential. Box 626, care of Printers' Ink.

**General Manager
for Eastern Agency**

An unusually desirable opportunity in a well-established eastern agency, is open to a man of exceptional qualifications and breadth of advertising experience.

The executives of this agency seek a man to whom they can delegate complete authority and responsibility for the agency's operation. He must be familiar with plan and production methods and office systems which have functioned smoothly and successfully under the load of varied business.

If he is an accomplished copy man or familiar at first hand with market analysis, plans, trade co-operation, rates, printing, etc., so much the better. But the real essential is ability to visualize the agency operation as a whole, to locate and correct the cause of any slowdown, and to keep the organization working as a unit.

In short, the right man combines experience and vision with ability to get things done. If you are sure you are the man, write us why. Give complete reasons in your letter.

Box 620, Printers' Ink.

MECHANICAL WRITER WANTED
 A progressive manufacturer of fine measuring tools wants to hear from a man, possibly from 25 to 35, who knows considerable about mechanical engineering, toolroom or machine-shop practice and who has had some experience in teaching, editing, writing or advertising work. The work will be in a service-advertising department with the counsel and assistance of an advertising man of long experience. Location, a pleasant city of 25,000 within two hours of New York. The products are distinctive and of the highest order. The new plans of the company make an unusual opportunity. Starting salary of \$2000 to \$3500, according to qualifications. Give, in confidence, full details of education, experience and salaries earned. If possible, send a few specimens of writings. J. E. C. Co., Box 616, Printers' Ink.

MISCELLANEOUS

Twelve Dollars a year brings to your desk fifty new ads a month on any subject taken from papers of United States and Canada. Press Clipping Association, Buffalo, N. Y.

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders' Products

Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.
New York City

Coast Sales Agency

I want exclusive California and west coast sales contract on any good products or articles. All advertising to be financed by me and ample stock carried at all times at my expense. Can handle any size proposition on my own capital.

Give complete data regarding your article, its selling points, work that has already been done and best proposition you can offer.

H. S. PETERSON

**214 West Kinzie Street
CHICAGO**

WILL INVEST

10,000 to 25,000 dollars in successful trade paper, or advertising agency. Box 631, Printers' Ink.

POSTAGE. The magazine that tells how to *lose* act business by mail. A necessity in every business office. \$1.00 for six months. 25c a copy. **POSTAGE.** 1 Madison Ave., New York.

LINOTYPE SPACE IN MEDIUM-SIZE PLANT. EXCELLENT OPPORTUNITY.

BOX 619, PRINTERS' INK

We Want to Buy A Poster Adv. Medium

Electric Railway Cars, Station Platforms, in fact any place where traffic is sufficient and the locations are attractive enough to warrant a system of car cards or posters. Established mediums also considered. Please state full particulars. Box 617, Printers' Ink.

POSITIONS WANTED

A WRITER, with the changing idea of day, backed by drama and literature, seeks to market his ability where his experience will fit the job. Box 644, Printers' Ink.

COPY WRITER

Thoroughly experienced in agency work. Capable of organizing and directing department or acting as account executive. Graduate engineer. Box 621, P. I.

COPY WRITER OF ORIGINALITY seeks Agency or industrial connection. Full knowledge color, design and typography. New York or Boston preferred. Address E. Stafford, 27 Elm St., Brookline, Mass.

ASS'T SALES EXECUTIVE

An Asst. to busy executive wants greater opportunity. Can assist in planning and executing sales campaigns. Six years' experience with largest houses of their kind. Box 639, Printers' Ink.

CAPTAIN—returned from France—out to capture good position. Copy writer, sales correspondent, sketch artist, salesman. Could qualify for advertising liaison officer in large mercantile or manufacturing house or as utility man in agency. Address "Genuine," Box 631, Printers' Ink.

Wanted—Sales Promotion Correspondent and Manager with thorough knowledge of advertising, now connected large California corporation, open for connection September 1st. Formerly large eastern and western corporations. Capable executive, creative and analytical ability. Graduate university, special courses Sales Promotion and Advertising. Age 30, married. Will go anywhere. Earl L. Obern, 1921 Park Grove Avenue, Los Angeles, Calif.

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AN IDEA-D YOUNG MAN

Advertising sales, promotion, research assistant. Up-to-date minded, sensible, well-read. Alexander Hamilton Institute. Age 24. Salary \$60. Very best references. Box 629, Printers' Ink.

Desire connection with advertising agency or agricultural trade publications. Thoroughly familiar with the farming industry. Several years' experience in agricultural investigation and extension work. Have editorial experience. Box 637, Printers' Ink.

ART DIRECTOR

One who is an artist, has ideas, knows how and where to buy art, desires connection with an agency or firm where this type of man is desired. New York City only. Box 638, Printers' Ink.

Technical Ad-Manager

Eight years' technical advertising and selling experience. Clear, forceful copy writer who can also make unusually effective layouts. Has originality, initiative, enthusiasm. A-1 record. Age 33. Box 647, care of Printers' Ink.

I can visualize, analyze and classify your business statistics. The information the executive, production and sales departments need day by day vivified and pictured so that it can be absorbed almost at a glance. Now in Ohio, but location immaterial. Salary to start, \$3600. Box 642, Printers' Ink.

An Advertising Manager seeks representation for meritorious publication for central and western territory. Has Chicago office. Proposition must enable him to earn \$6000 or more per annum. Long experience. Financially responsible. Highest credentials. Address F. H. E., 727 Monadnock Block, Chicago.

Young man, 29, accountant, in NAVY for past 2 years as Chief Yeoman, expects release in October, wishes to connect with an advertising firm as office manager or take charge of accounting or statistical department with some large going concern. Has had 10 years' experience. Salary \$40. Box 645, care of Printers' Ink.

ARTIST

with New York agency experience, figure man, all mediums, 27, married, having returned from overseas desires a permanent connection. Box 646, care of Printers' Ink.

Brains—Who Can Use 'Em

in the advertising business? Owned by a young fellow, capable writer, college training, who wants a job, where he can grow. Box 632, P. I.

WOULD YOU absorb in your organization a live wire proposition, age 26, married, with a varied career in publicity covering all fields of writing? Then I'm your man, thoroughly experienced and can adapt myself to any position and make GOOD. What can you offer me? Box 625, Printers' Ink.

Sales and advertising executive of many years' experience in the proprietary medicine line and having a thorough, intimate knowledge of retail drug conditions in every part of the Union, will be open for engagement after Oct. 1st. Can show records of unusual results in opening new territory and increased sales everywhere. First-class references. Big propositions only. Address Manhattan, care Box 635, Printers' Ink.

MORE THAN A COPY MAN

For fourteen years I've been planning sales campaigns and writing copy that has *sold goods*. I've served the publisher in his service department; the manufacturer, as sales and advertising manager; the agent, as copy man and clients' contact-point. I can meet the customer on his own ground; "boss" art; buy good printing and engraving. The agent, manufacturer, or publisher who gets me will get a right-hand man he can *lean on*.

Age, 37; married. Prefer New York or East, but will go where the best proposition is.

Write to R. W., Box 640, care of Printers' Ink.

CLOSING DATES

First forms close September 10th for the October issue.

Final forms close on twentieth of month preceding date of publication. Publication date is first of every month.

PRINTERS' INK
MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

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Impression

About all that most advertising can do is to make an impression. Through its constant repetition and reiteration, outdoor advertising makes an impression that leads to expression — the purchase of the commodity advertised.

Thos. Cusack Company

CHICAGO

NEW YORK

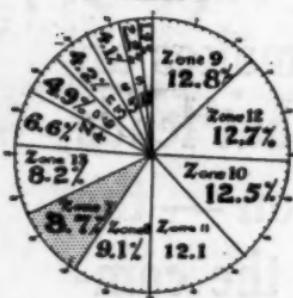
Largest Advertising Company in the World

The Chicago Territory Leads in Population

This map shows the United States divided into 13 logical merchandising zones. The dots indicate trading centers, and the lines the radiating influence of metropolitan newspapers. The following charts picture the proportion which each zone has of:



AREA



POPULATION



These charts speak for themselves. Although The Chicago Territory ranks sixth in area among the thirteen markets shown above, it is *first* in population—having two and one-half million more inhabitants than any other zone.

The next ad of this series will show how each zone ranks in agriculture and manufactures

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write on Business Stationery for 1919 BOOK OF FACTS

NEW YO